

# zebra

Обзор трендов отчетности

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2024–2025



# Вводное слово

Мы изучили пул годовых отчетов и отчетов об устойчивом развитии, которые были опубликованы в 2025 году.

На основании исследования мы подготовили обзор их оформления. В этой презентации представлены наиболее выделяющиеся и актуальные стилистики, а также графические примеры отчетов, которые мы наблюдали в отчетном сезоне. База собрана на основе российских и международных конкурсов годовых отчетов.

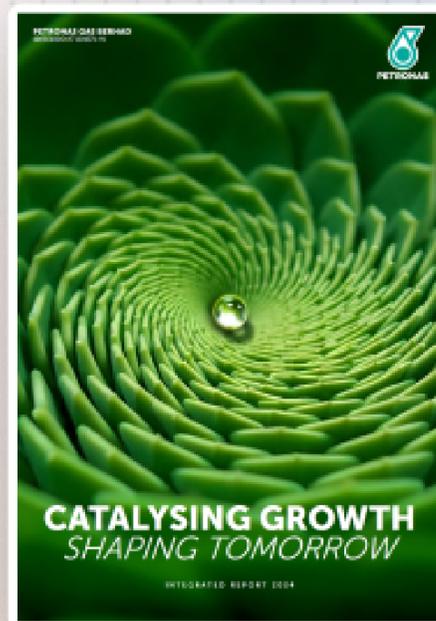


# / Постерный дизайн

Global Ports



PETRONAS GAS BERHAD



Kanro Inc.

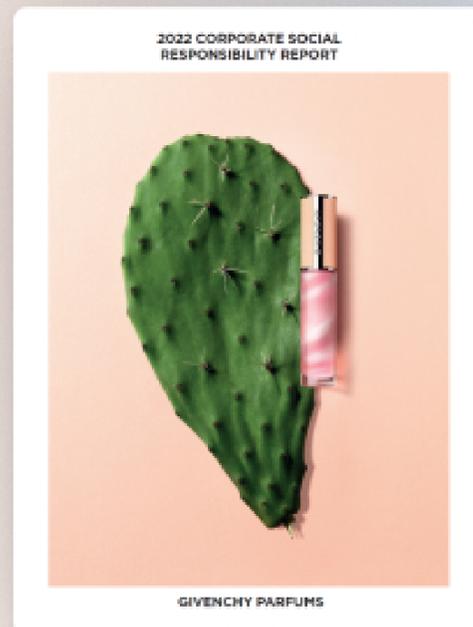


По-прежнему в тренде остается выразительность обложки

РОЛЬФ



GIVENCHY PARFUMS



Infosys Limited



Обложки





# / Люди

ЭЛ5-Энерго



HELLENIQ ENERGY



Adnoc drilling



PT Gagas Energi Indonesia



OQ



Coca-Cola FEMSA



Обложки

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# / Лаконичность

HL Klemove



Nippon Paint Group



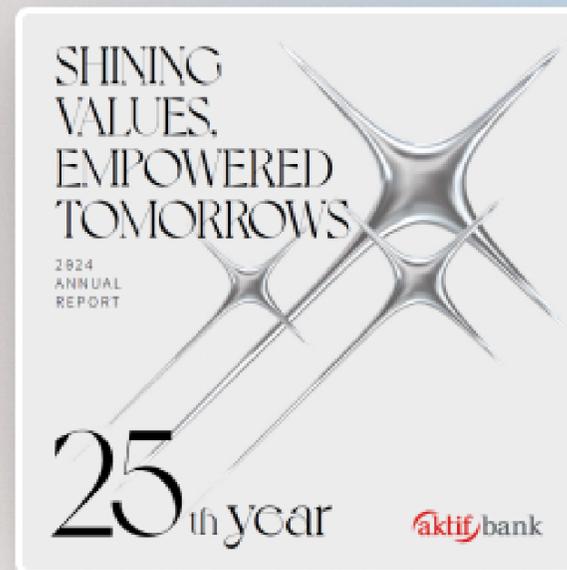
Яндекс



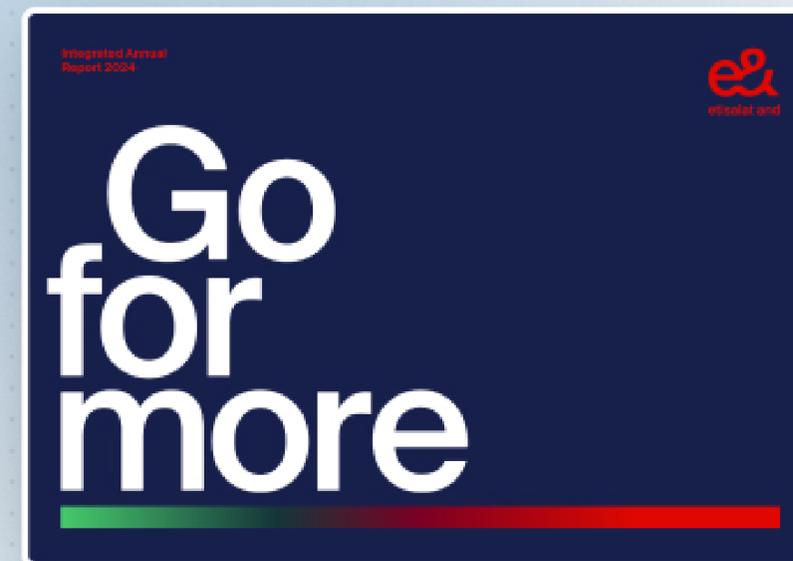
Samsung Biologics



Aktif bank



e&



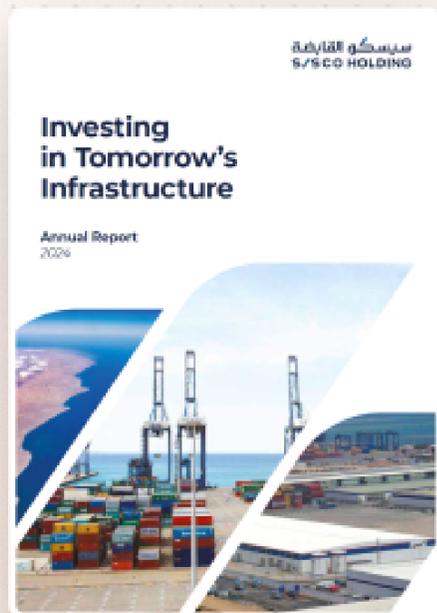
Обложки





# / АКТИВЫ

SISCO



The AZEK Company Inc.



ADNOCD



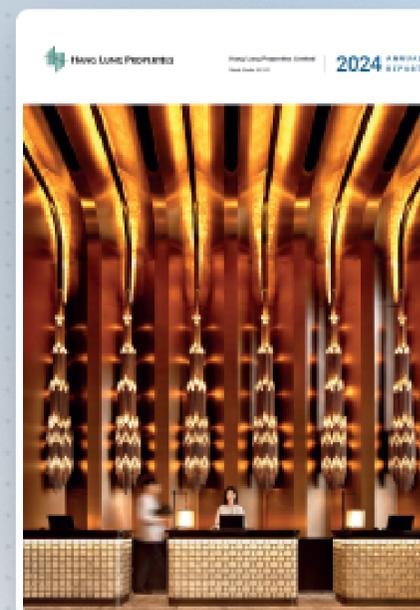
Alinma



ФосАгро



Hang Lung Properties



# Обложки

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# / Графика

AP Thailand



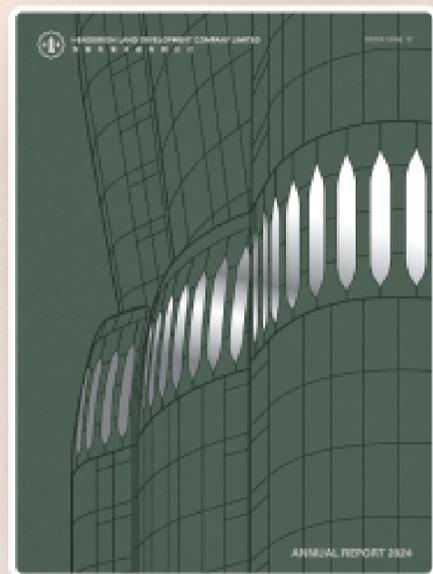
Simon Property Group



ADNOCD



Henderson Land Development Company



Hong Kong Design Centre



ASA



Хорошо работает  
соединение  
стилей

Обложки

...

# Содержание

интро

части отчета

стилистика

bad practice

рекомендации



## / Обогащение кейсами, анонсами

EuroChem

The screenshot shows the cover page of EuroChem's sustainability report. It features a central image of hands holding corn cobs. Key statistics include: '100+ years of business', '26.5 MMT of products sold in 2024', and '>US\$8.8bn capital investments over the past 5 years'. It also mentions '>100 countries' and '100+ types of business'. The page includes a table of contents for the report and a QR code for the full report.

Alasiya Resources Corporation Berhad

The screenshot shows the cover page of Alasiya Resources Corporation Berhad's sustainability report. It features a central image of a person working in a field. Key statistics include: '100+ years of business', '26.5 MMT of products sold in 2024', and '>US\$8.8bn capital investments over the past 5 years'. It also mentions '>100 countries' and '100+ types of business'. The page includes a table of contents for the report and a QR code for the full report.

Grupo Financiero Banorte

The screenshot shows the 'Contents' page of Grupo Financiero Banorte's report. It lists various sections such as 'MESSAGE', 'CONTENTS', and 'ANNEXES'. Key sections include 'Chairman of the Board of Directors', 'Chief Executive Officer', 'Financial', 'Technological and Infrastructural', 'Manufacturing and Industrial', 'Human', 'Social', and 'Environmental'. The page also includes a QR code for the full report.

AstraZeneca

The screenshot shows the 'Contents' page of AstraZeneca's report. It features a central image of a person working in a lab. Key statistics include: '100+ years of business', '26.5 MMT of products sold in 2024', and '>US\$8.8bn capital investments over the past 5 years'. It also mentions '>100 countries' and '100+ types of business'. The page includes a table of contents for the report and a QR code for the full report.

Содержание приобретает дополнительную ценность

# ОТЧЕТ В ОТЧЕТЕ

интро

части отчета

стилистика

bad practice

рекомендации

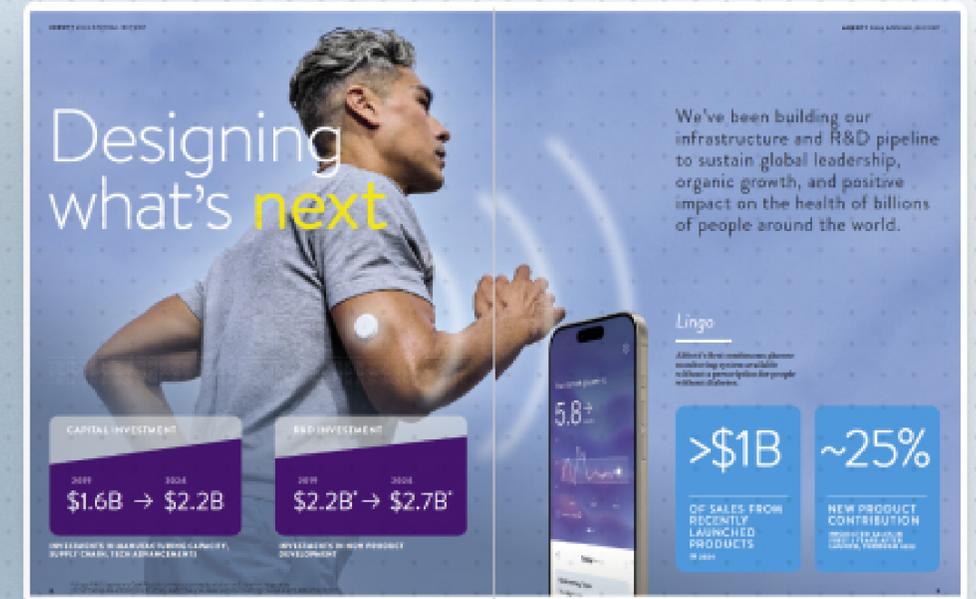
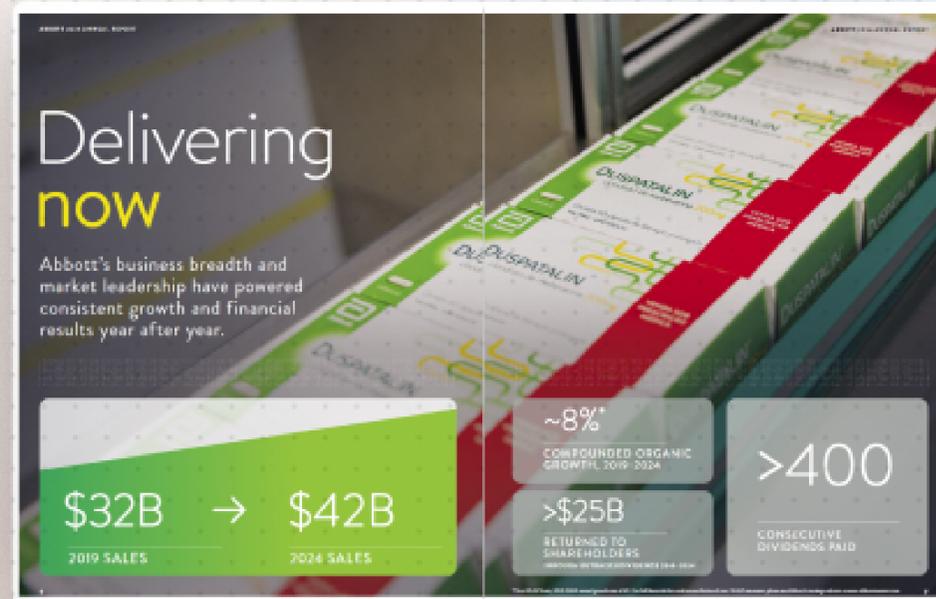


## / Тезисы шаг за шагом

Abbott



Яркое начало отчета, в котором сконцентрированы основные тезисы



ENERJISA ENERJI



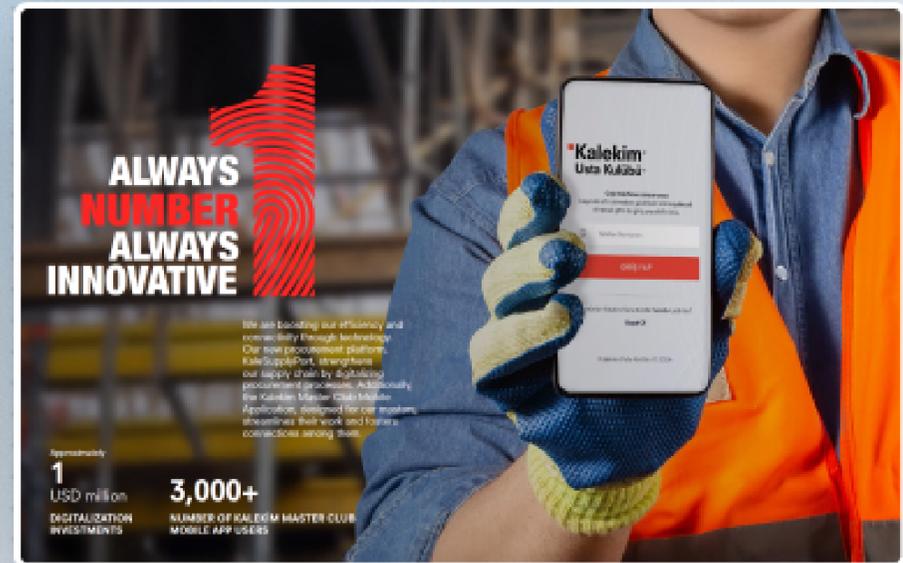
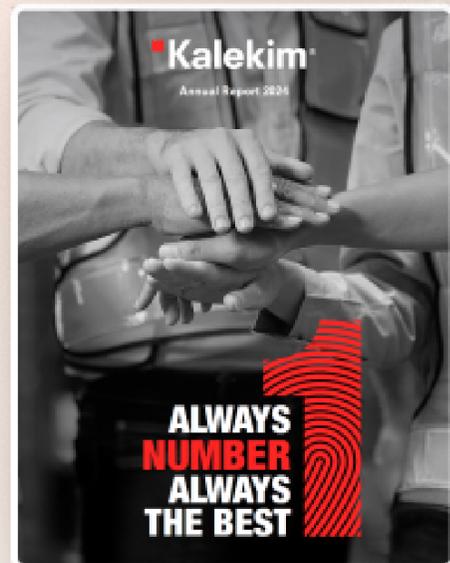


## / Отталкиваясь от копирайта

China Unicom



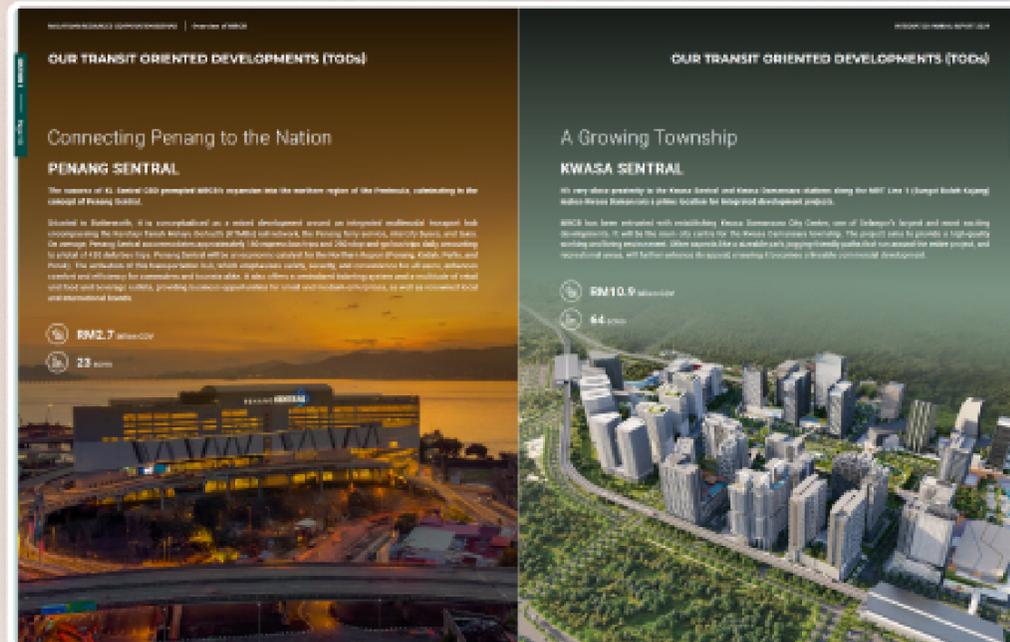
Kalekim



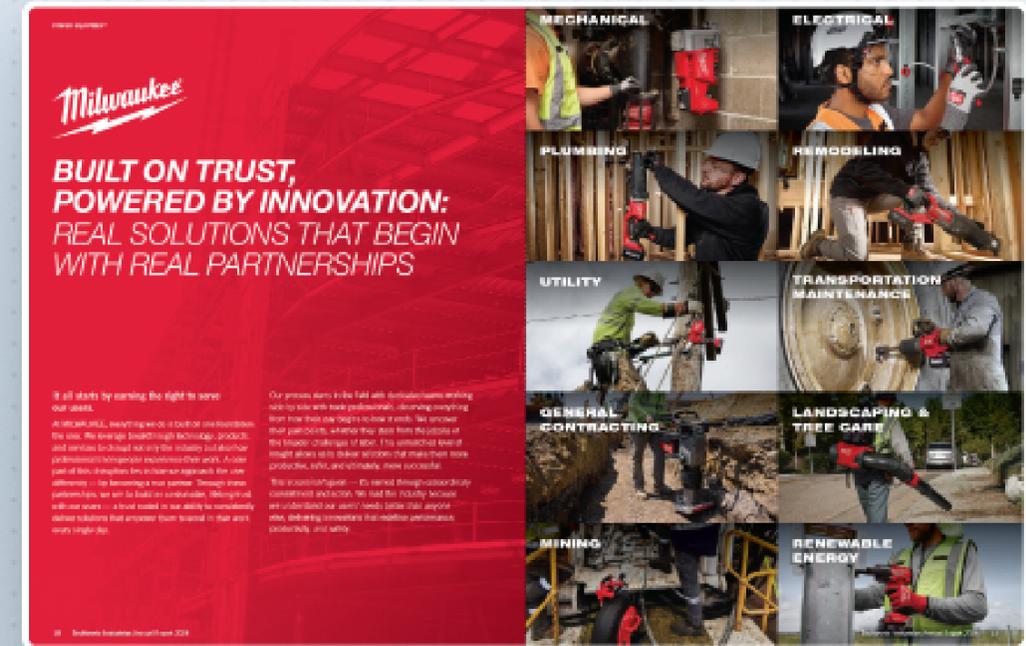


# / С фотографиями

## MALAYSIA RESOURCES CORPORATION BERHAD



## Techtronic Industries



# Кейсы



# / С навигацией

Parkin Company

Strategy in action

## People.

Delivering an exceptional customer experience

Parkin sets out to deliver an exceptional customer experience by ensuring high-quality parking services and enabling accessibility to mobility solutions.

Related strategic objectives

- 1. Foster business growth and scale market presence
- 2. Achieve operational excellence
- 3. Pioneer technological innovations
- 4. Deliver exceptional customer experience
- 5. Promote health and safety and promote sustainability

Free parking permits issued/percentage of total population: 8.4k

Free parking permits issued/number UAE vehicles: 4.0k

Free parking permits issued/number smartphone usage: 0.4k

STATEGY IN ACTION  
Inclusive mobility initiatives

By the end of 2024, Parkin aims to establish a customer-centric mobility ecosystem that integrates various mobility solutions, including autonomous vehicles, shared mobility, and electric vehicles. This ecosystem will be supported by a robust digital infrastructure, enabling seamless navigation, payment, and access to mobility services. The ecosystem will also focus on enhancing accessibility and inclusivity, ensuring that all users, regardless of their physical abilities, can benefit from the mobility solutions offered.

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Тезисы заданы на обложке и раскрываются в кейсах внутри

Strategy in action continued

## Technology.

Pioneer technological innovations

A key strategic priority for Parkin is to drive digital transformation and foster innovation thereby establishing Parkin as a technological leader in the industry.

Related strategic objectives

- 1. Foster business growth and scale market presence
- 2. Achieve operational excellence
- 3. Pioneer technological innovations
- 4. Deliver exceptional customer experience
- 5. Promote health and safety and promote sustainability

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PT Telkom Indonesia (Persero)

PT Telkom Indonesia (Persero) will continue to focus on digital transformation and innovation, driving growth and enhancing customer experience. The company is committed to providing high-quality services and solutions that meet the needs of its customers and stakeholders.

Key initiatives for 2024 include:

- Operational Efficiency Improvement
- Expansion of PT Telkom's Digital Services
- Enhanced sales performance and IT systems (including smart offering, omnichannel, and National One offering)

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Использование рубрикаторов в конструктиве отчета

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# Кейсы





# Бизнес-модель

интро

части отчета

стилистика

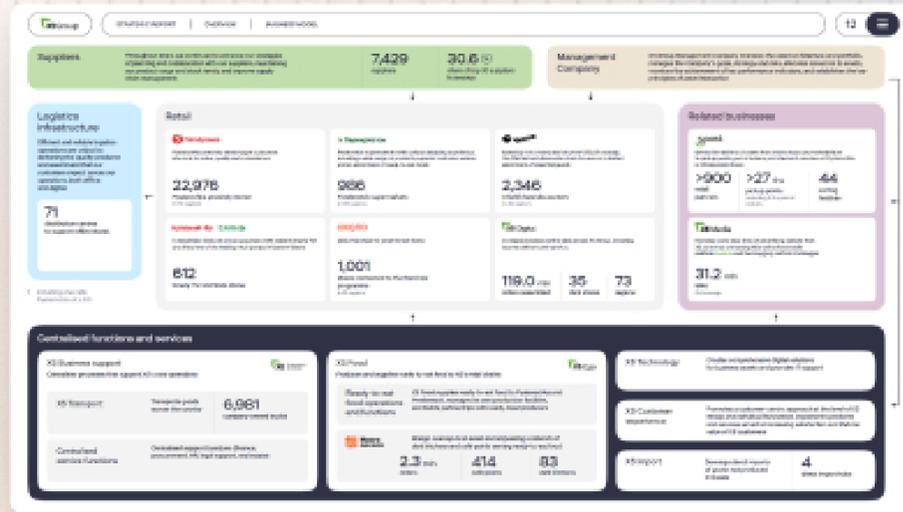
bad practice

рекомендации

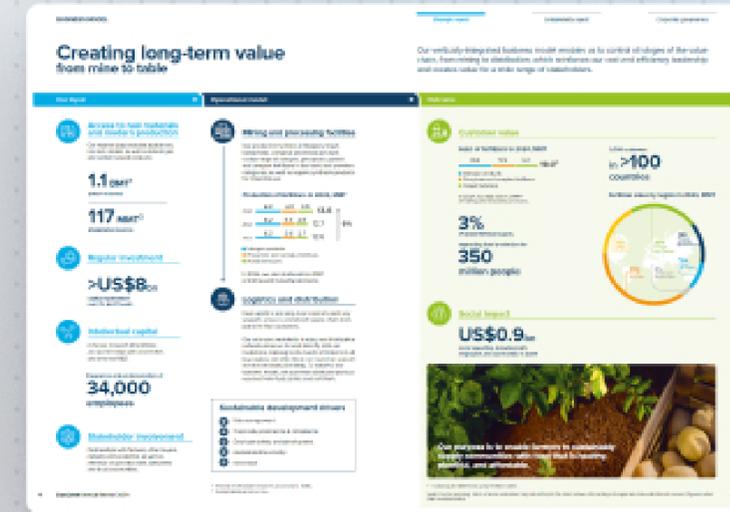


## / Блочная

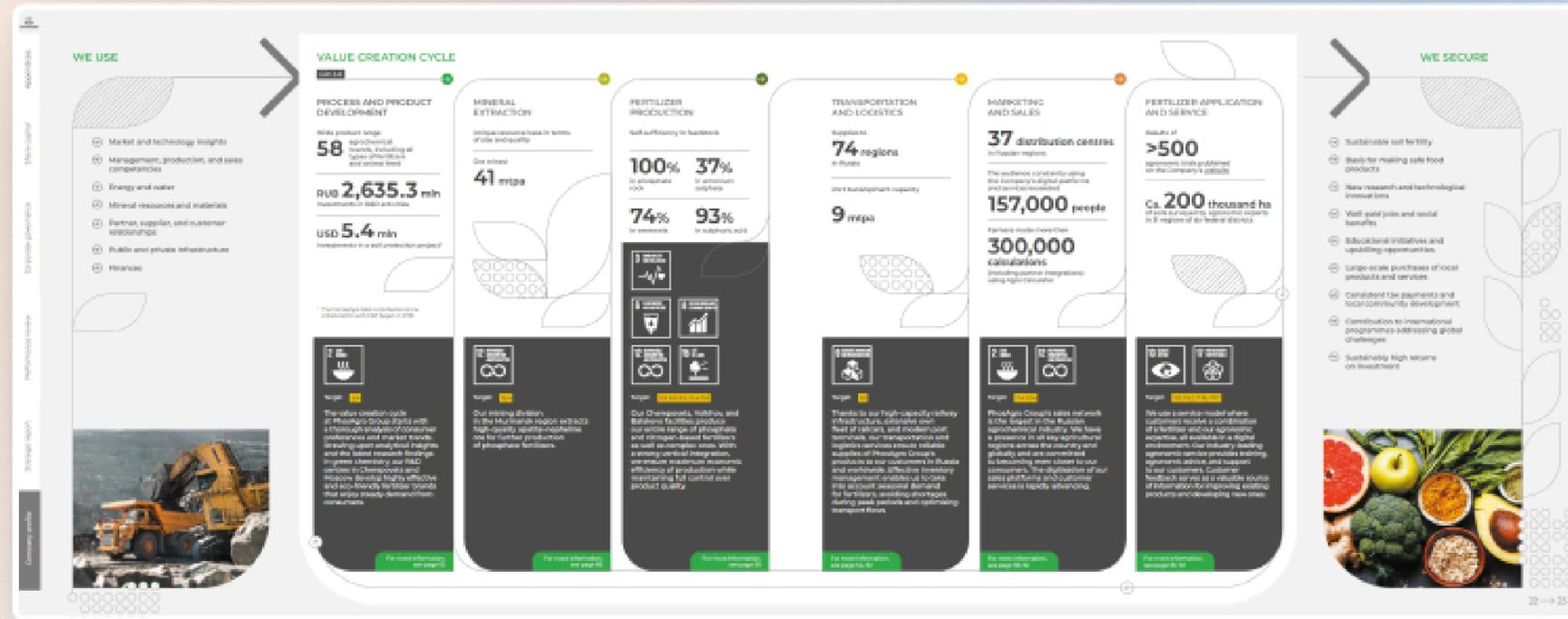
### X5 Group



### ЕвроХим



### ФосАгро



# Бизнес-модель

интро

части отчета

стилистика

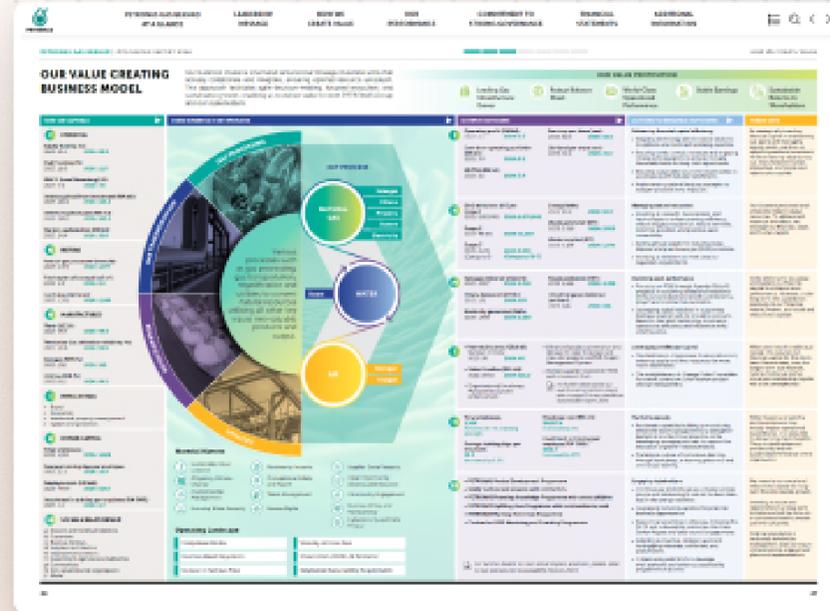
bad practice

рекомендации

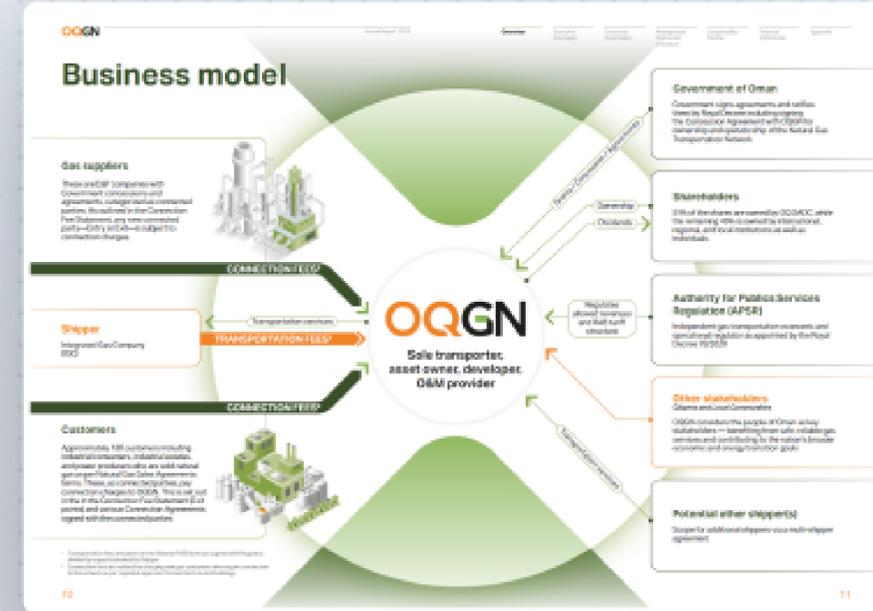


## / С графическим элементом

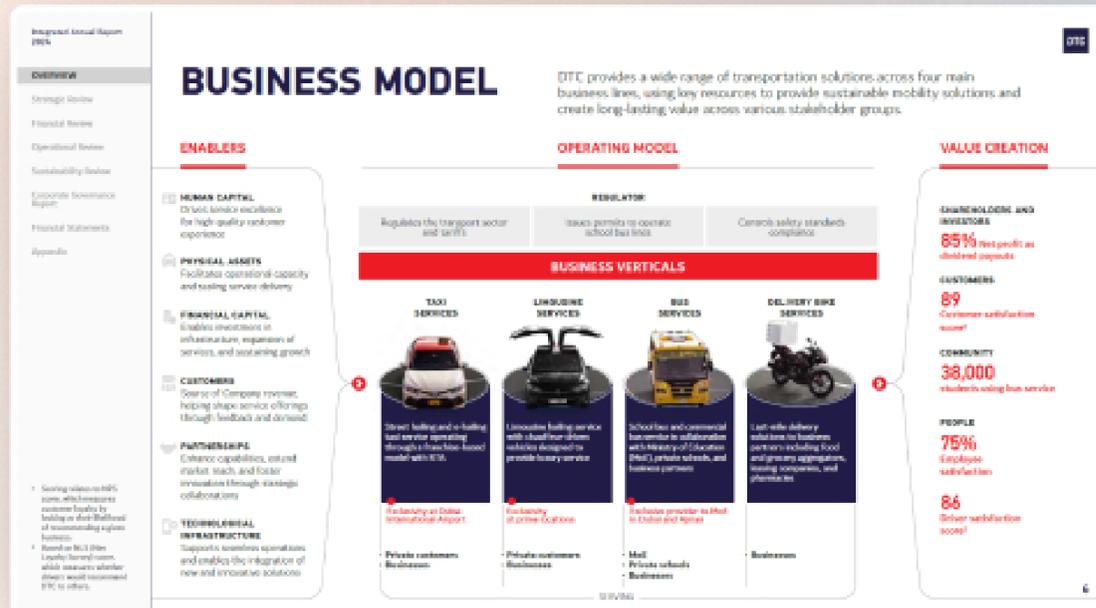
### PETRONAS GAS BERHAD



### OQGN



### Dubai Taxi



# Бизнес-модель

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части отчета

стилистика

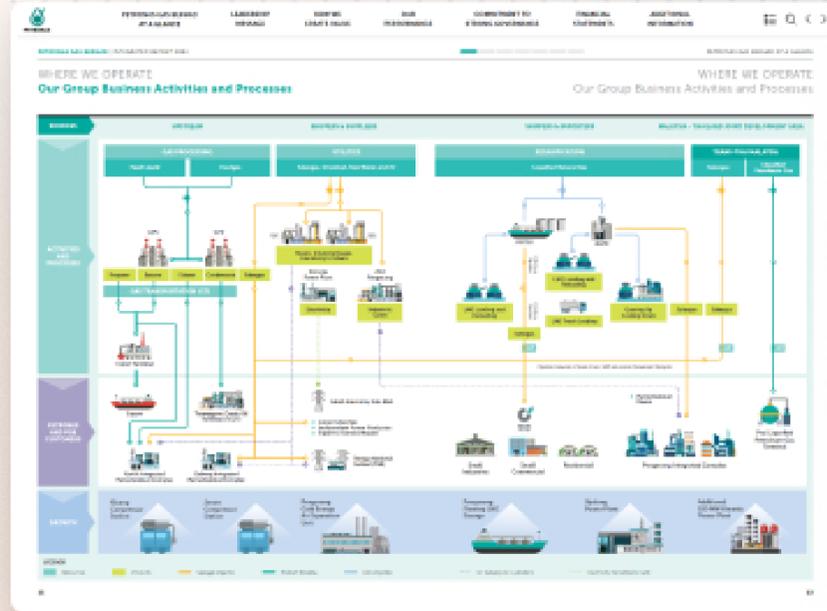
bad practice

рекомендации

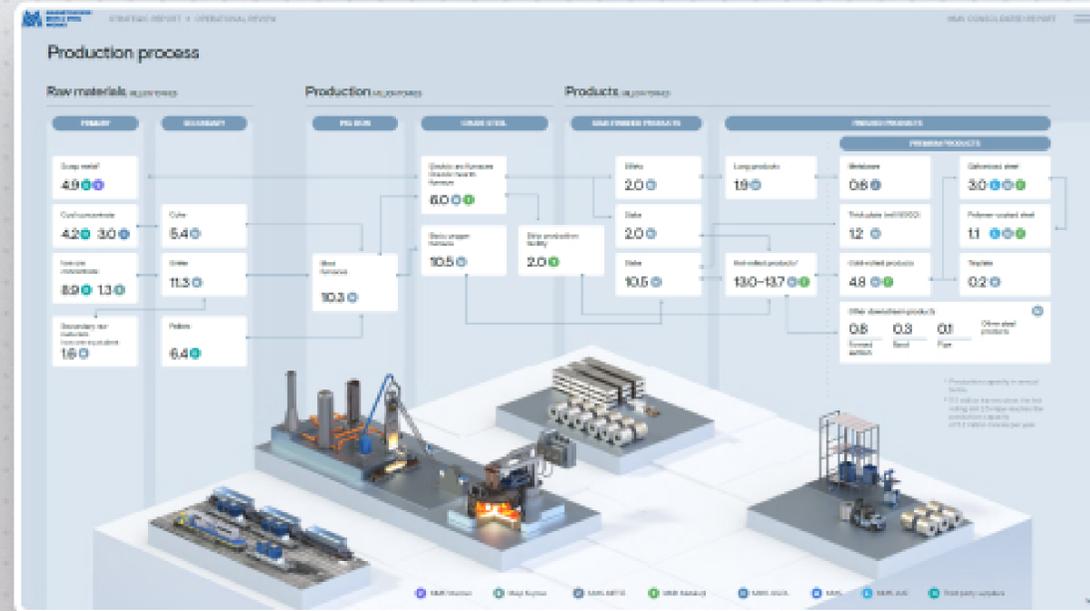


## / Объектная

### PETRONAS GAS BERHAD



### MMK



### РЕД СОФТ



В том числе и абстрактные сущности можно попробовать изобразить в бизнес-модели

# Навигация

интро

части отчета

стилистика

bad practice

рекомендации

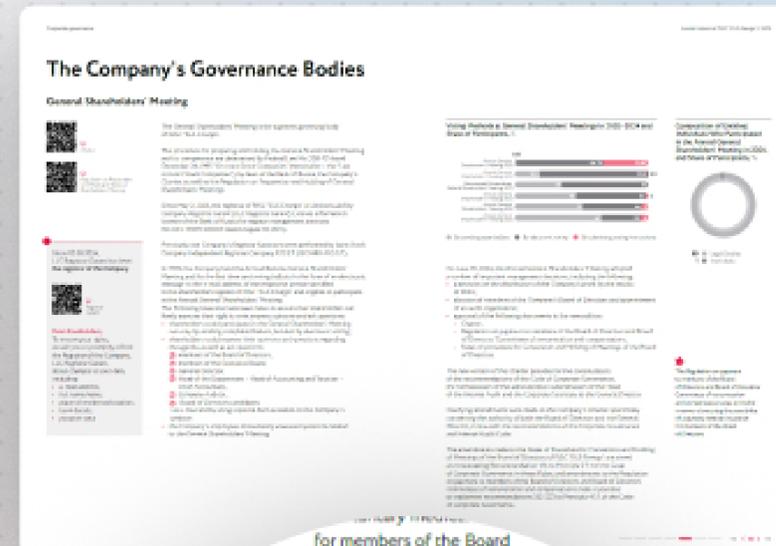


## / Классическая

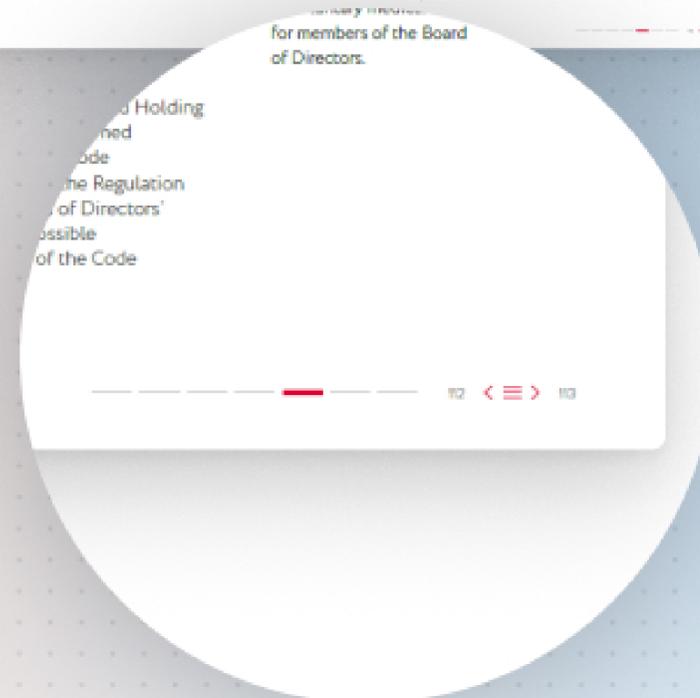
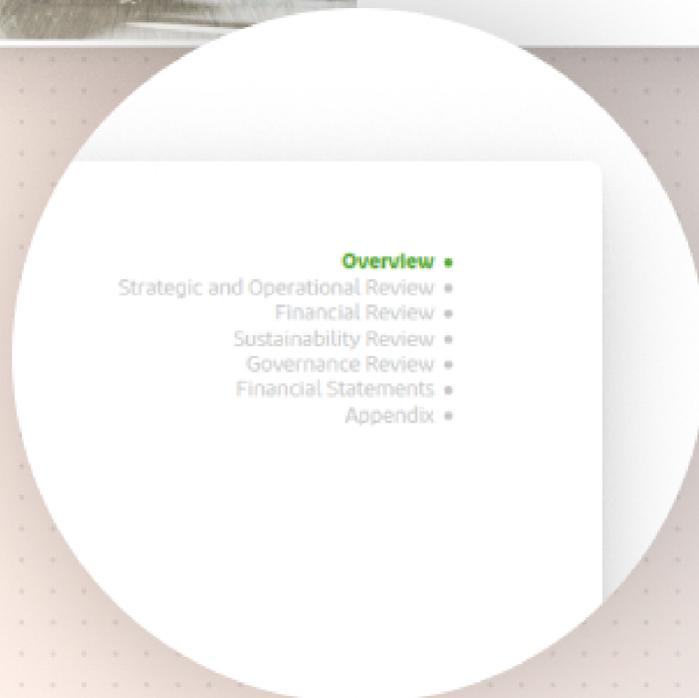
AlmoosaHealth



Эл5



JCR Eurasia Rating



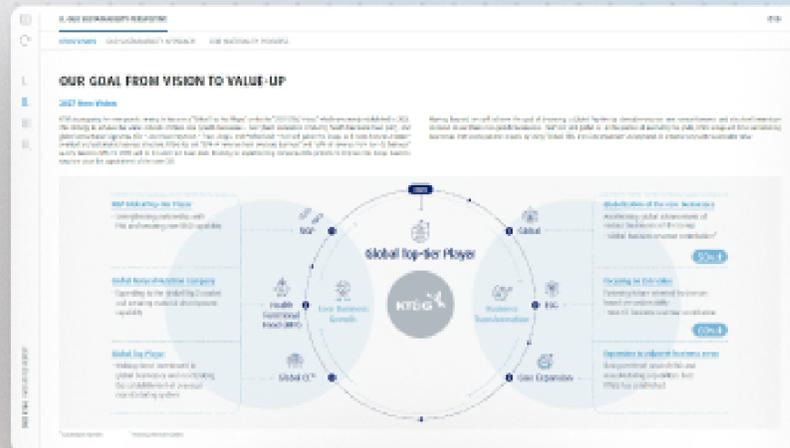


# / Многоуровневая

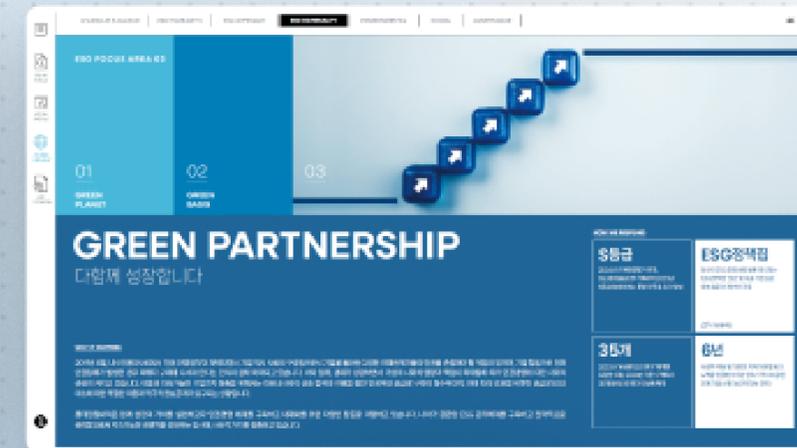
## Samsung Biologics



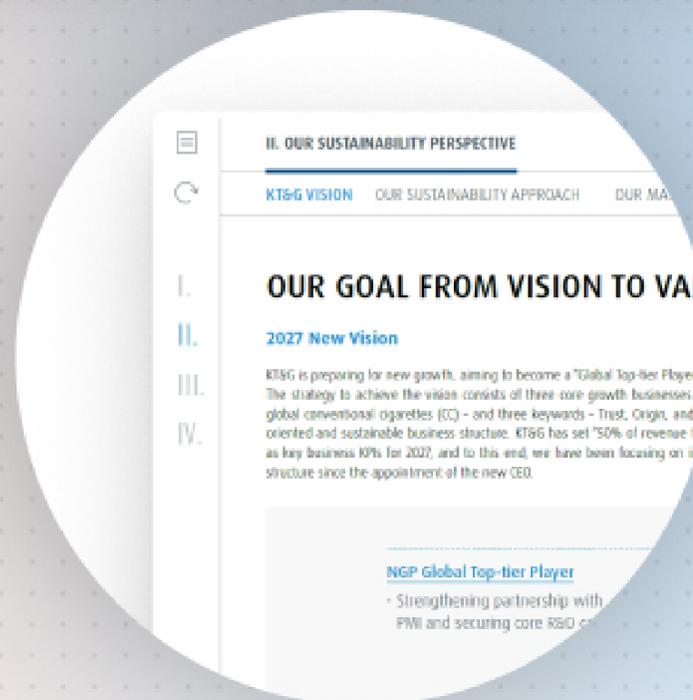
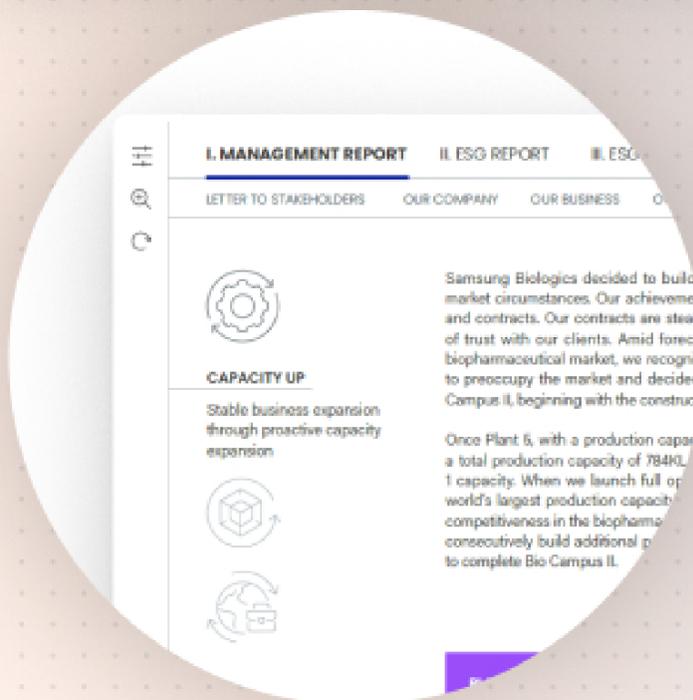
## KT&G



## LOTTE Fine Chemical\_LFC



# Навигация



# Навигация

интро

части отчета

стилистика

bad practice

рекомендации



## / Интерактивная

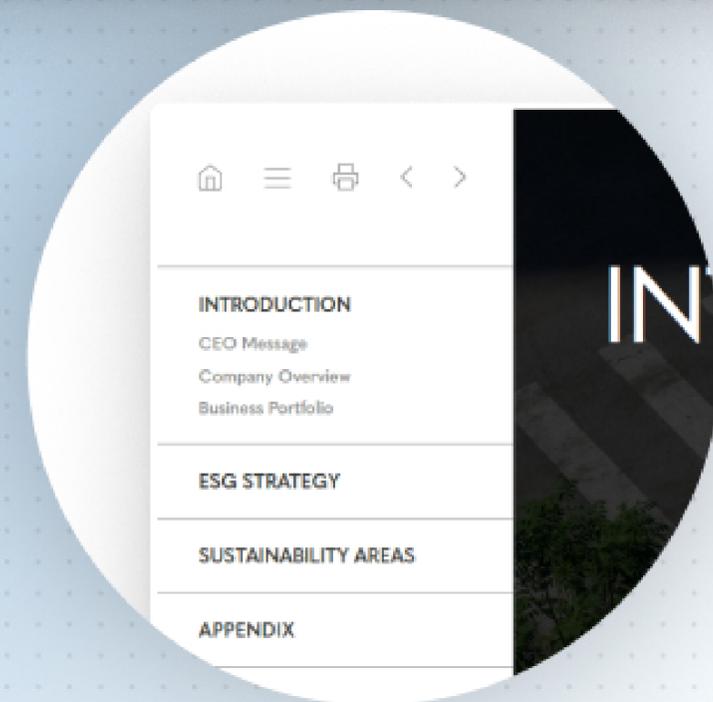
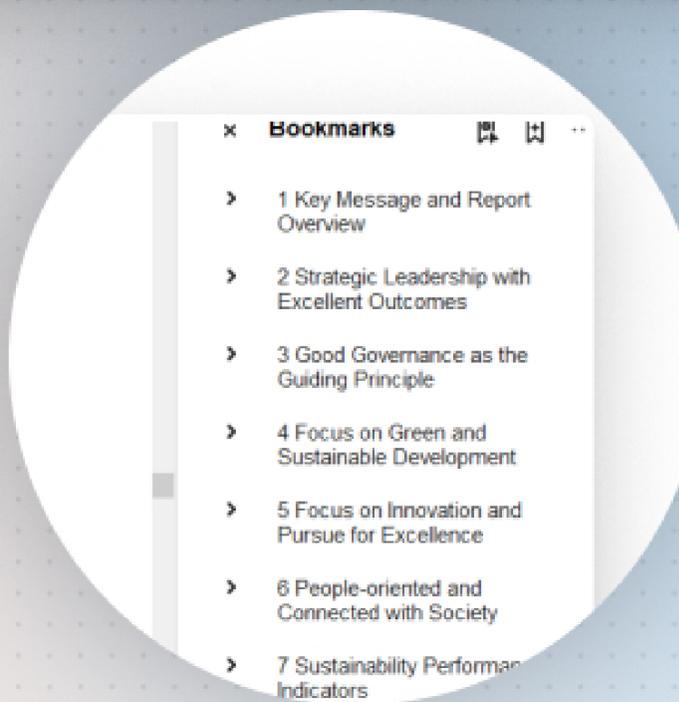
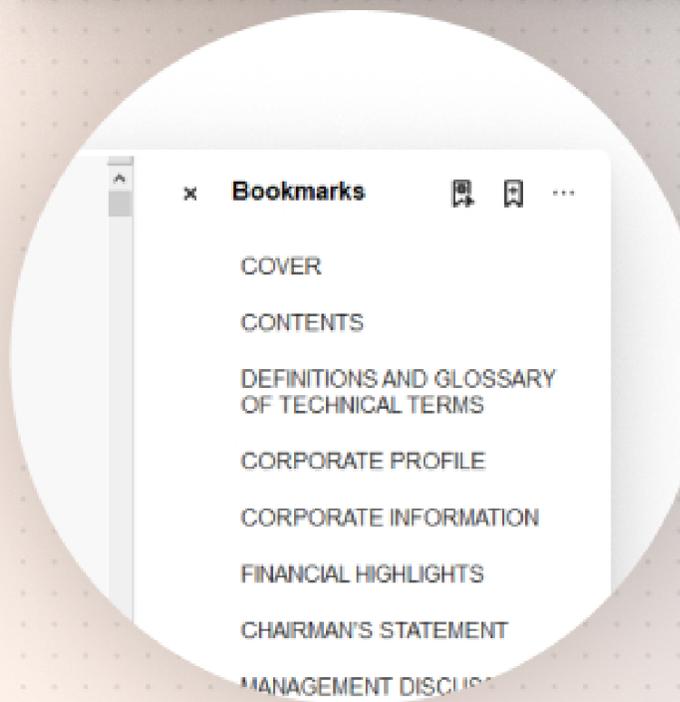
Asian Info



BOC Hong Kong



HL Klemove

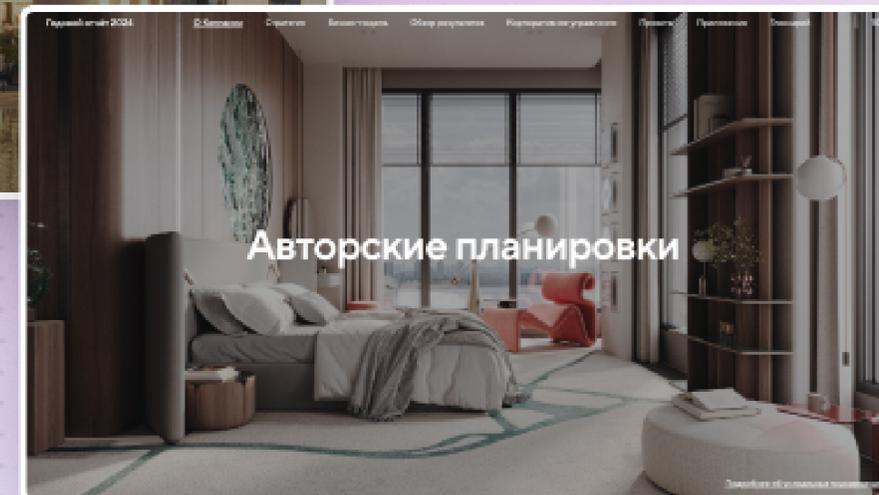
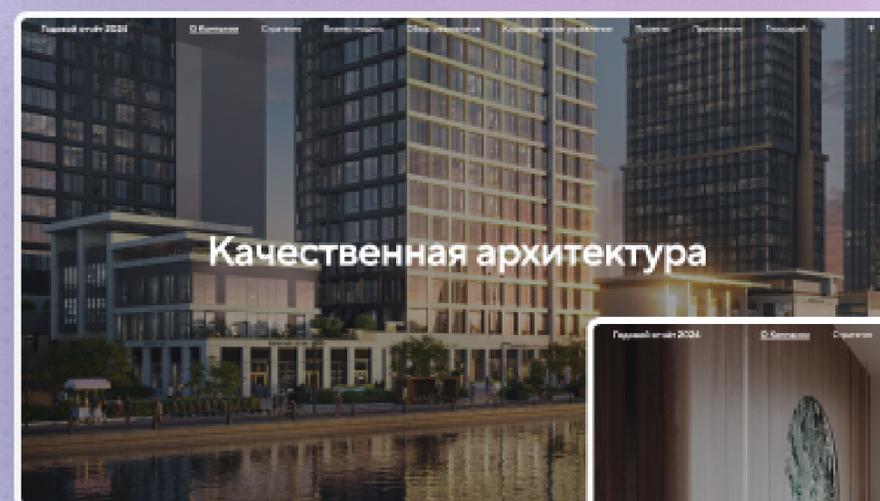
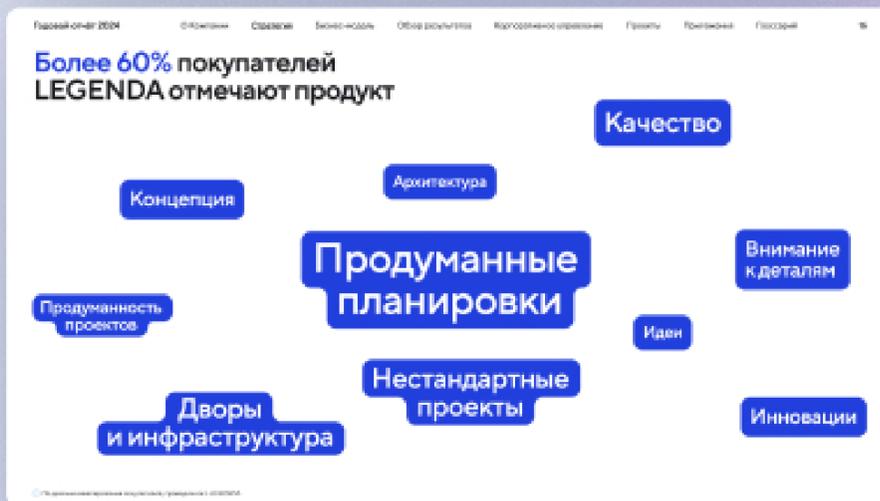
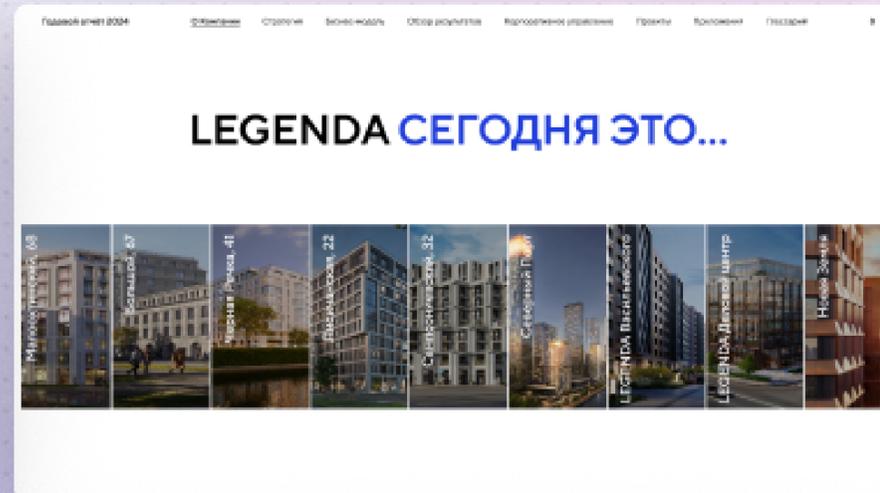
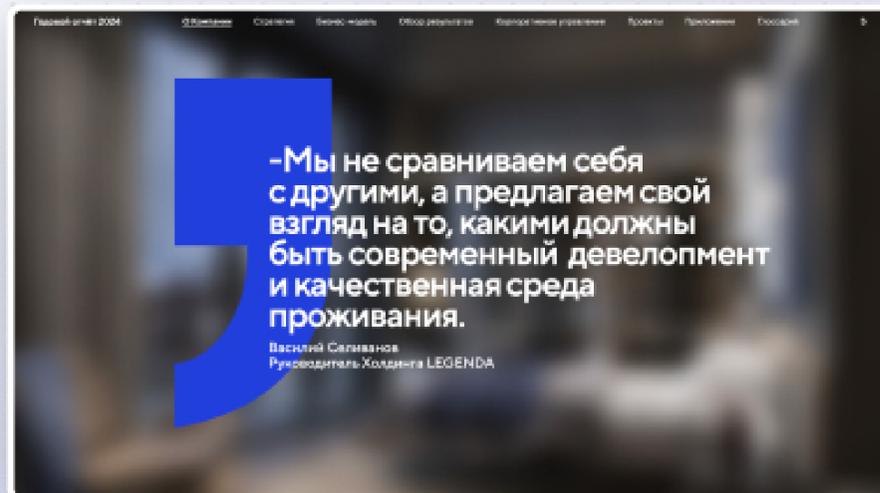






# / Философский

## Legenda



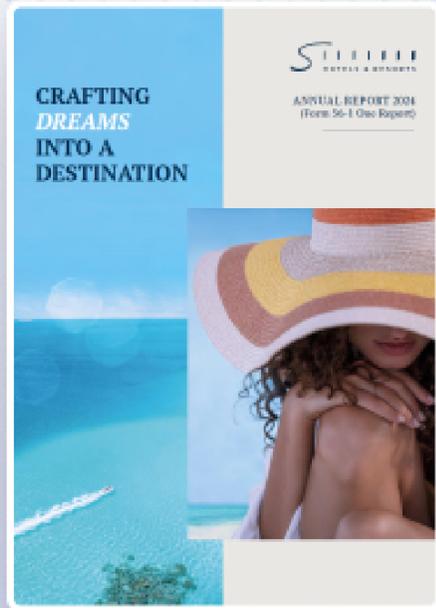
# Копирайт

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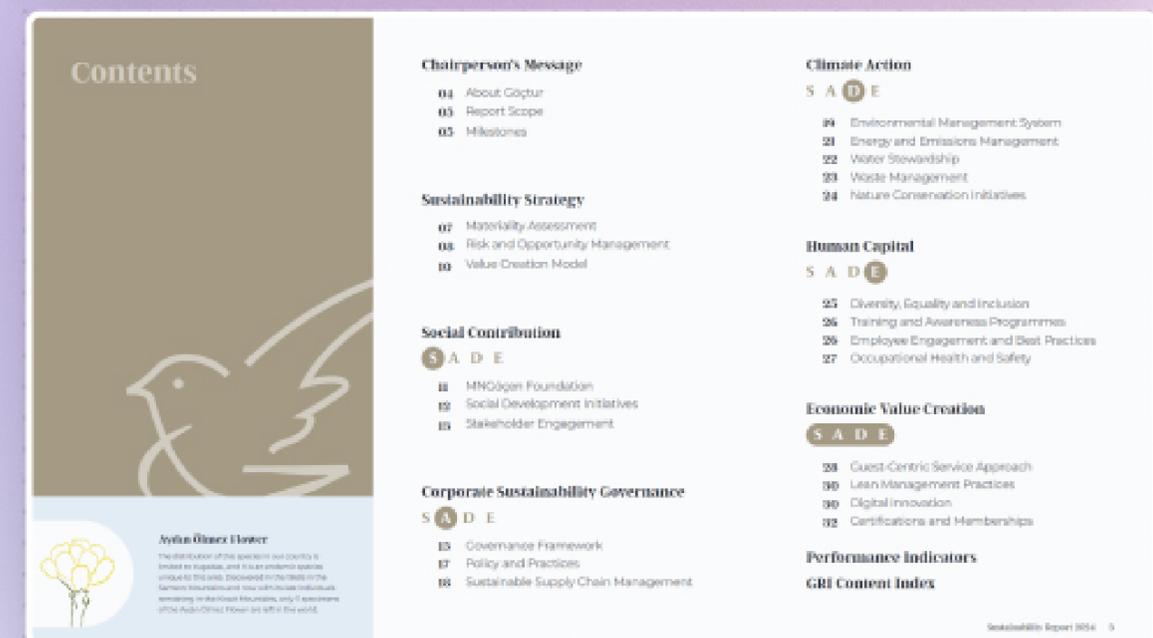
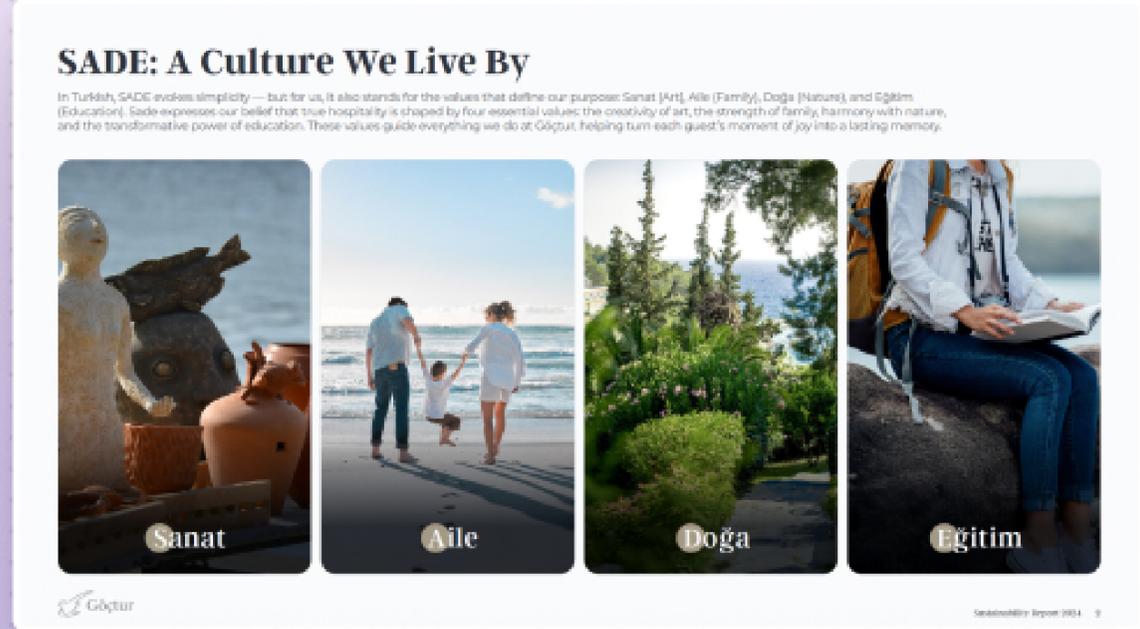


# / Игра слов

## S Hotels & Resorts Public



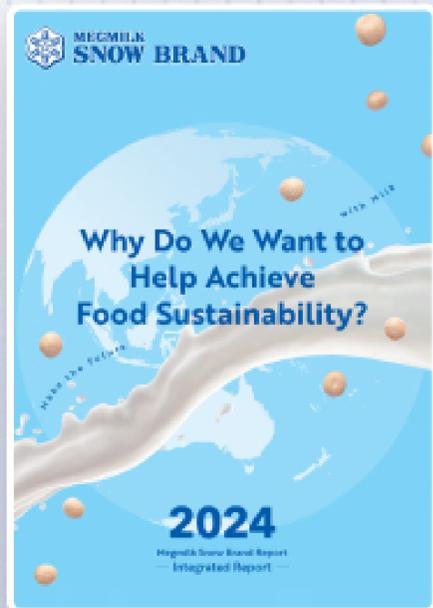
## Göçtur-Sustainability-Report-2024-EN





# / Игра слов

Megmilk Snow Brand



AT&T



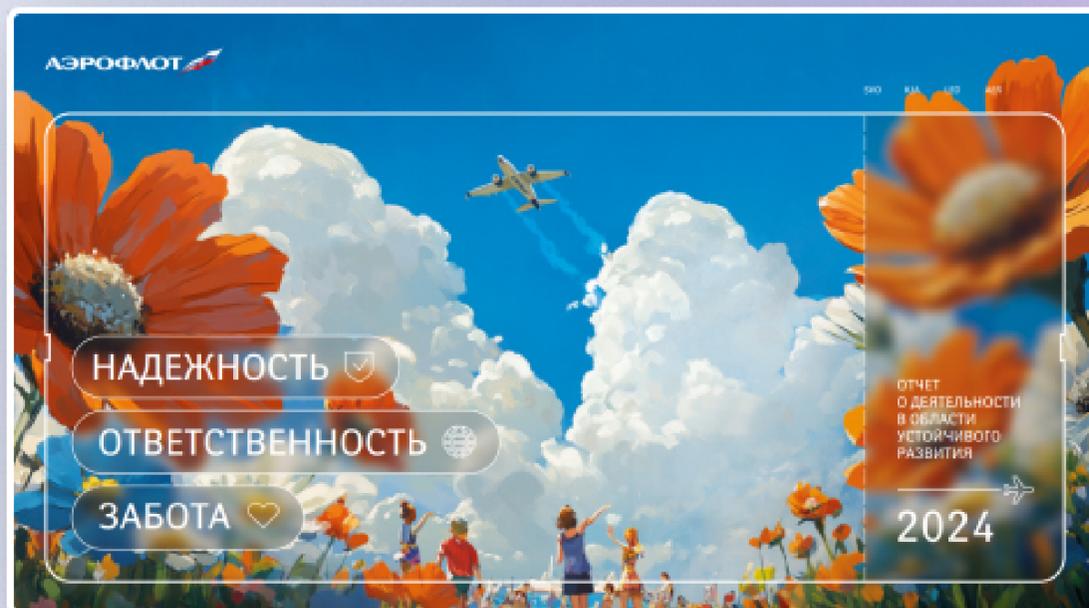
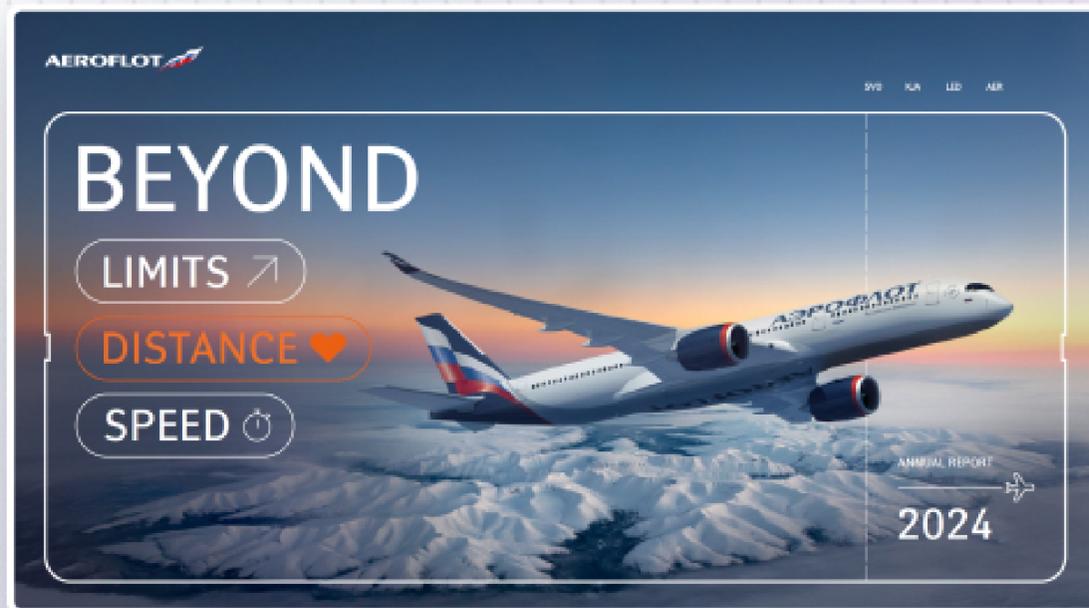
UniCredit S.p.A.



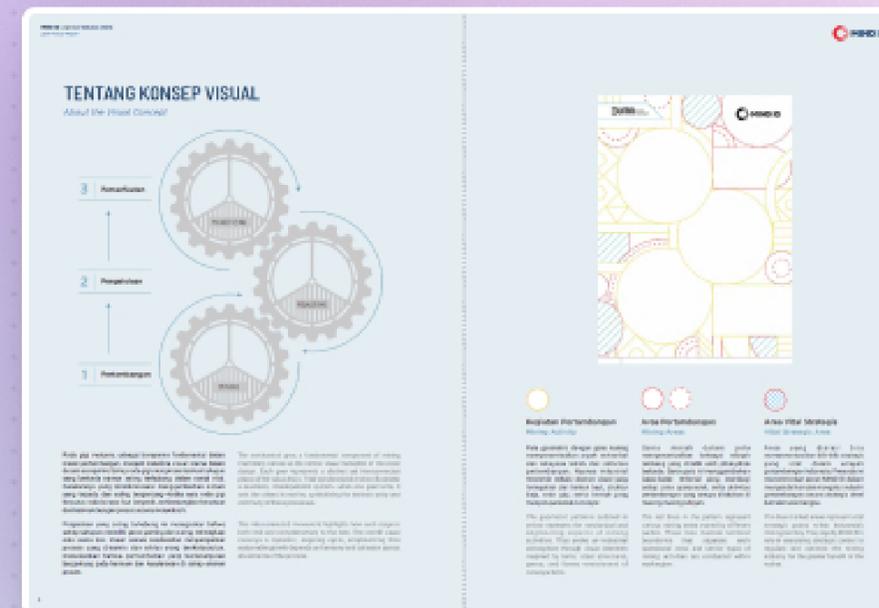


## / Аналогия

Аэрофлот



PT Mineral Industri Indonesia



# Концепция

интро

части отчета

стилистика

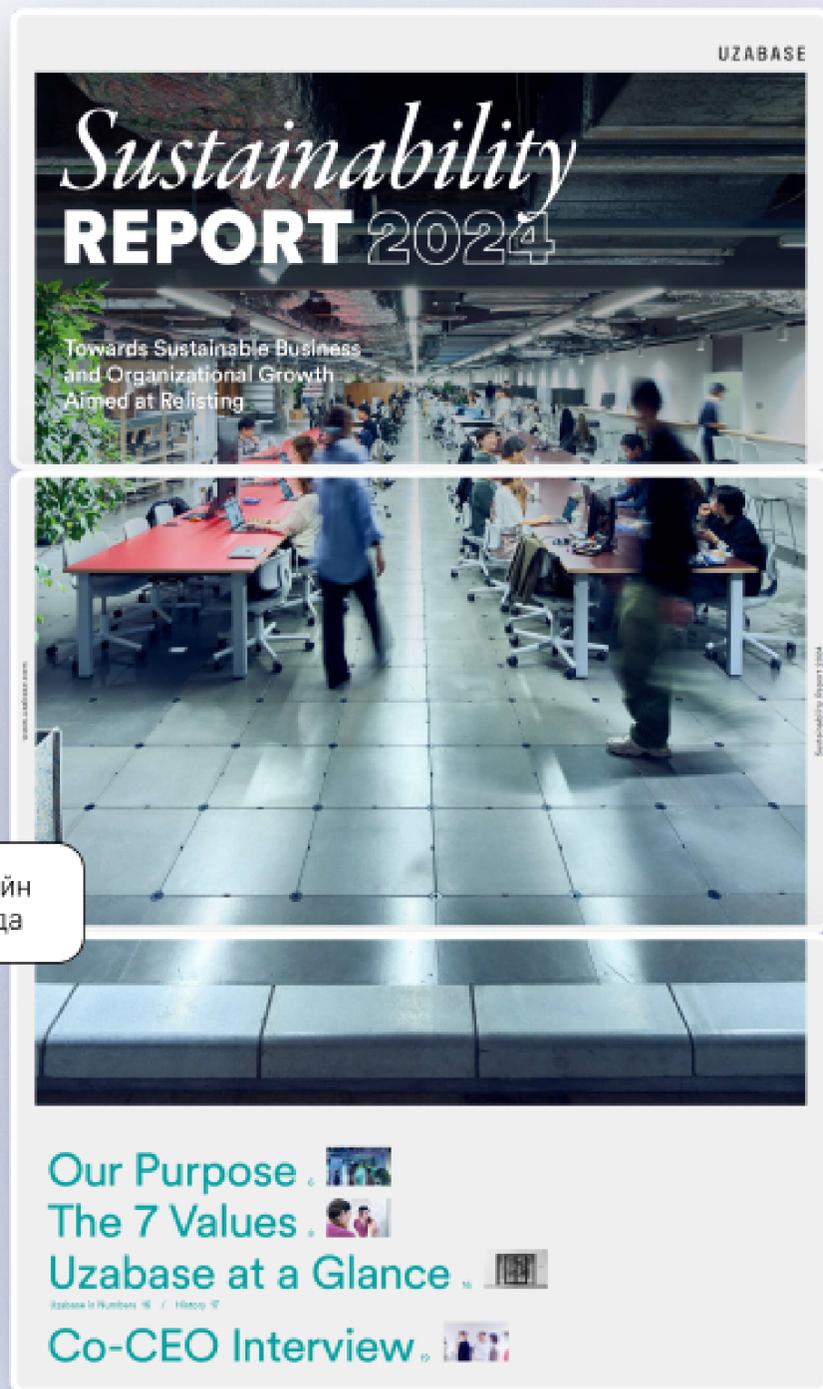
bad practice

рекомендации



## / Сторителл

Uzabase



Конструктивно дизайн бесшовного лонгрида

The Family Planning Association of Sri Lanka





## / Сторителл

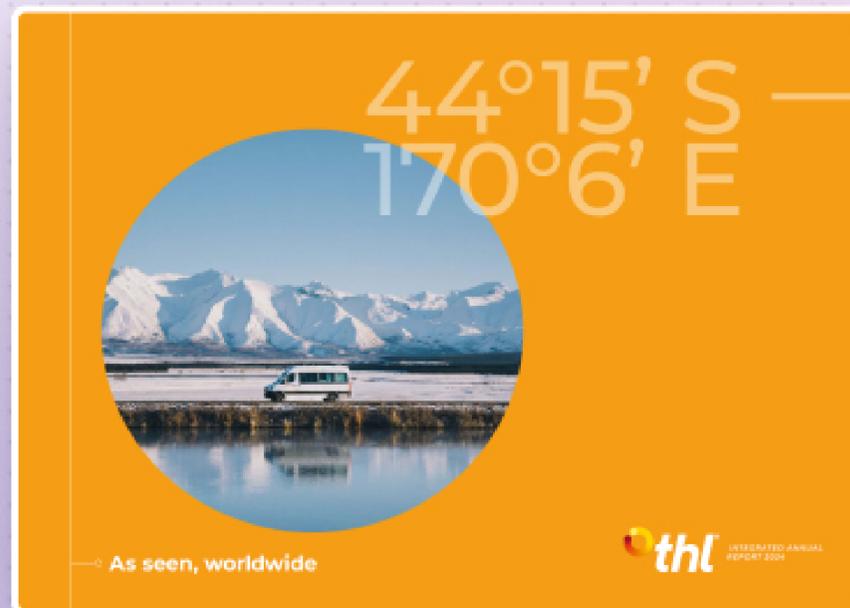
Abbott



Her mother knew early in her life that something in Trinity's body wasn't working right. When Trinity was diagnosed with Type 1 diabetes, it started a journey to a better understanding of the impact of food and exercise on her health.



thl 24



As seen, worldwide

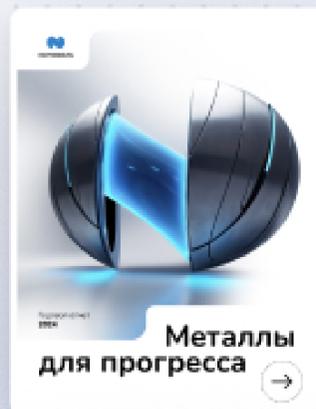


we're always creating unforgettable journeys

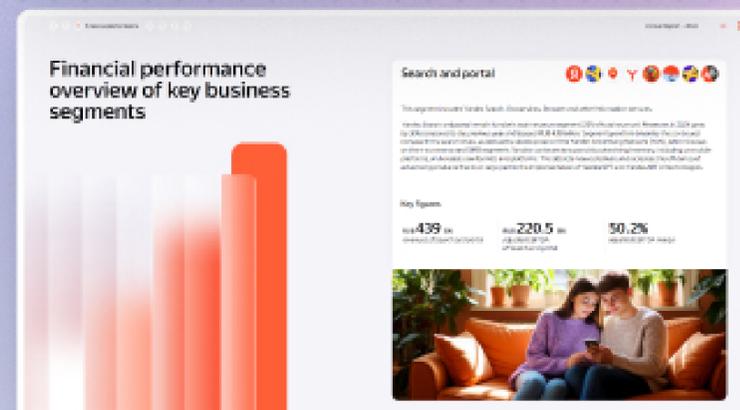
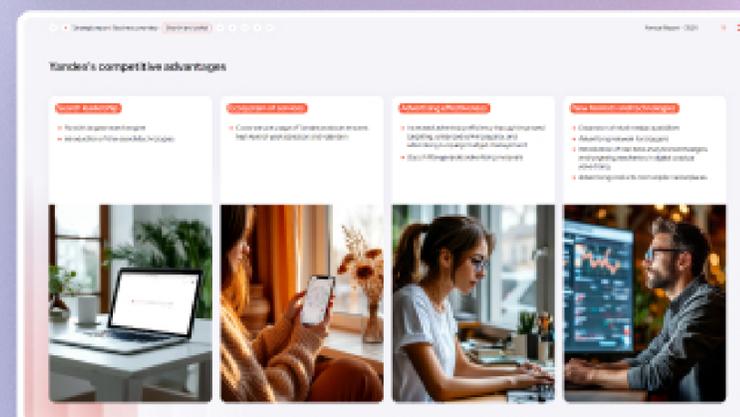
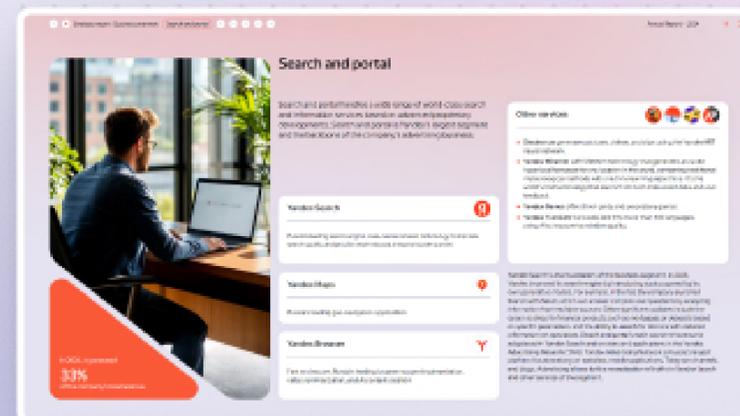


# / Реализм

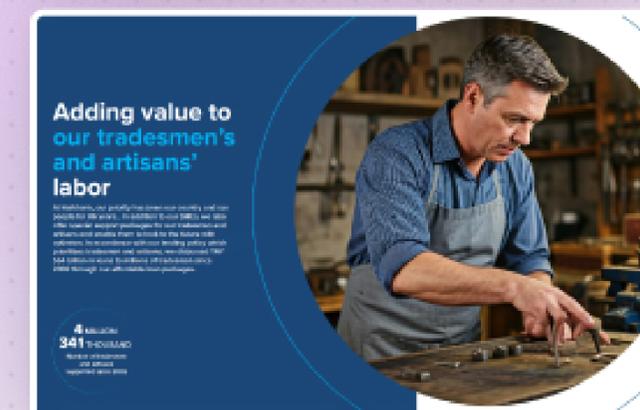
Норникель



Яндекс



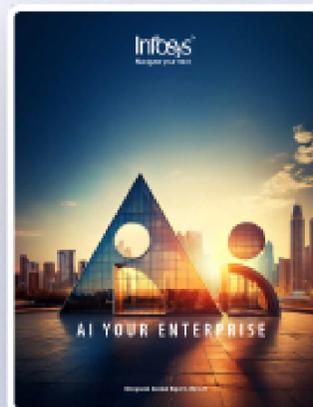
Halkbank



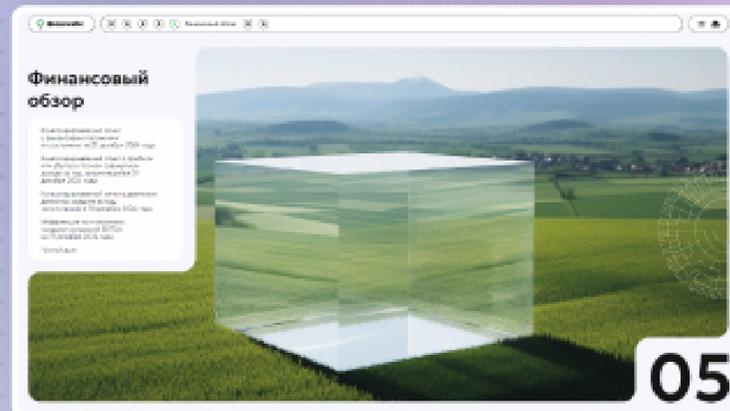
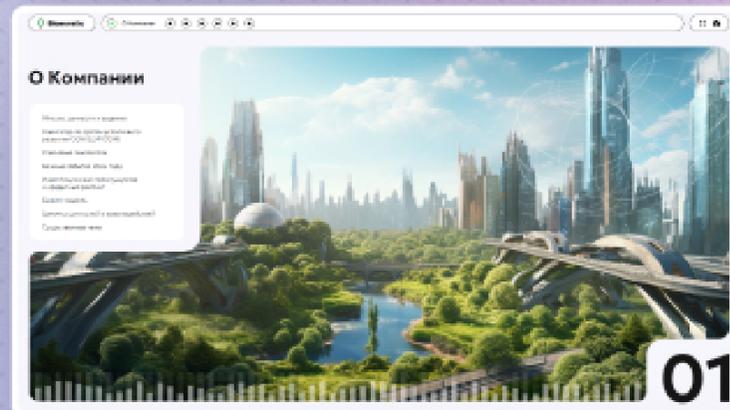
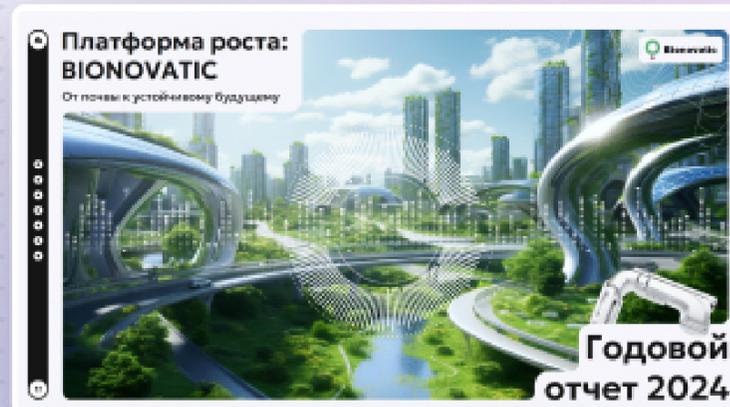


# / Футуризм

Infosys Limited



Bionovatic



Мать и Дитя





# / Абстрактная графика

MOBILY



CITIC Telecom



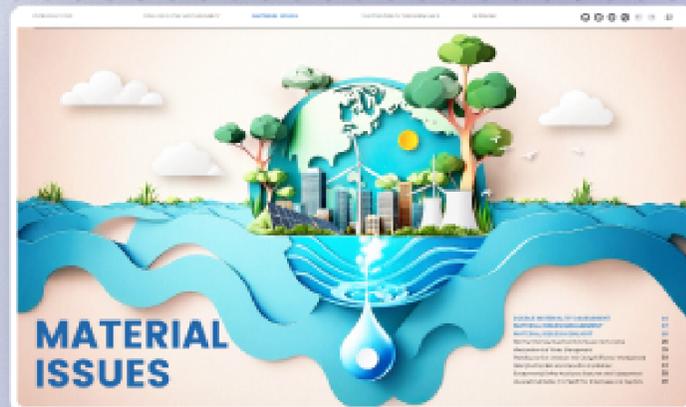
AXA Turkiye





# / Стилизация

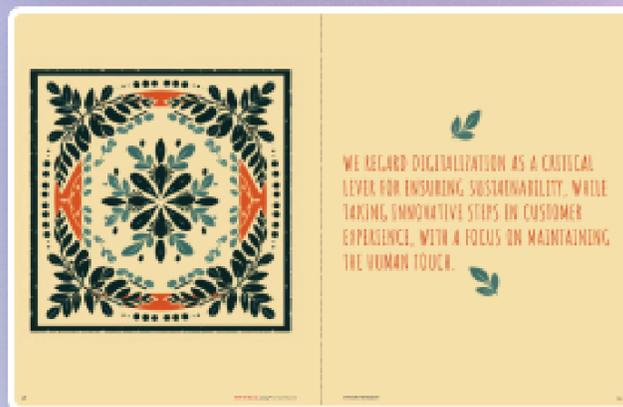
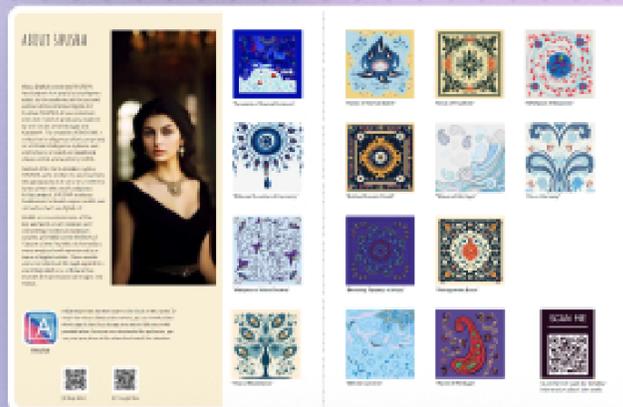
KCC Corporation



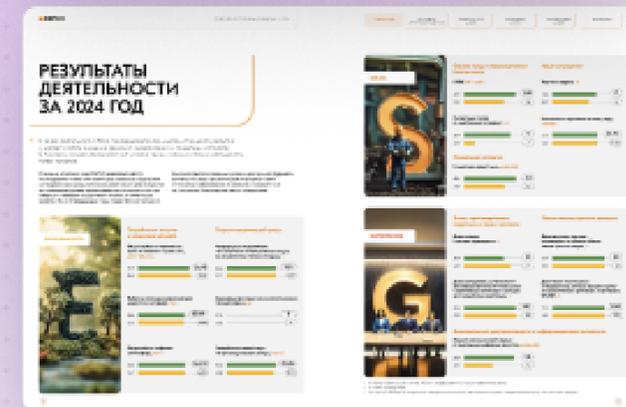
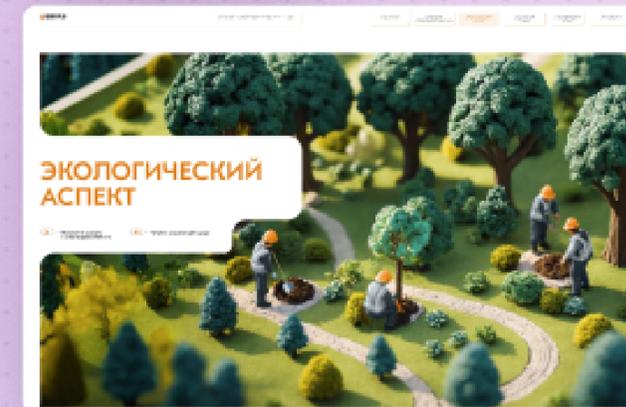
PASHA BANK



Концепция на работах художницы, которая генерировала в ИИ этнические мотивы



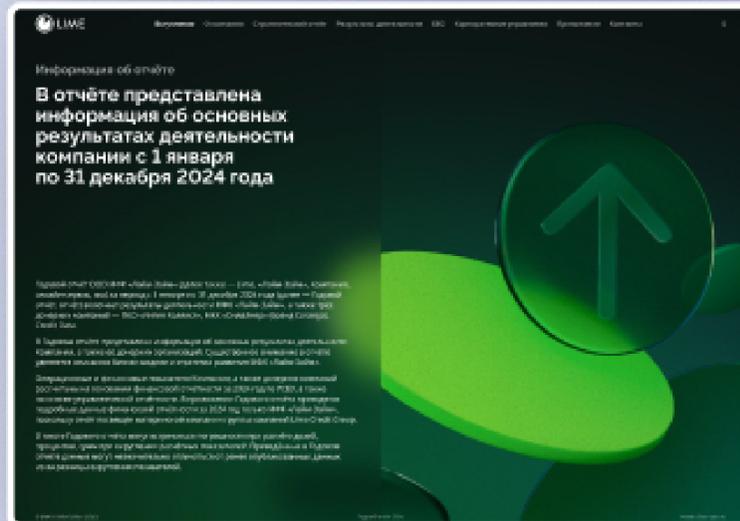
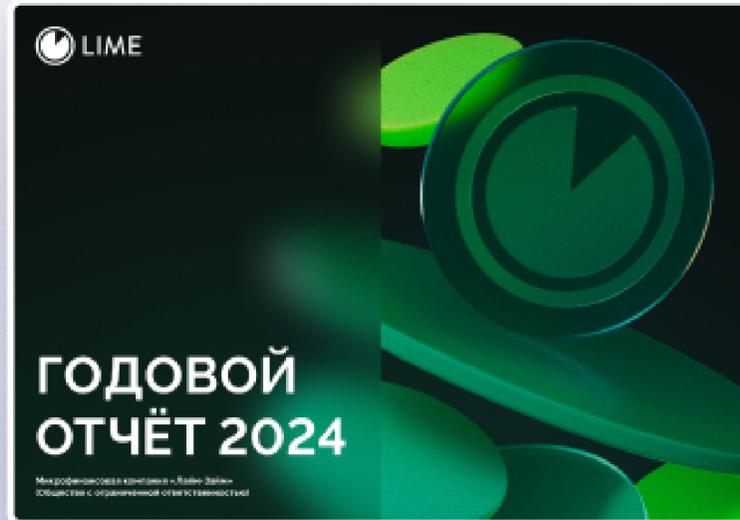
EVRAZ



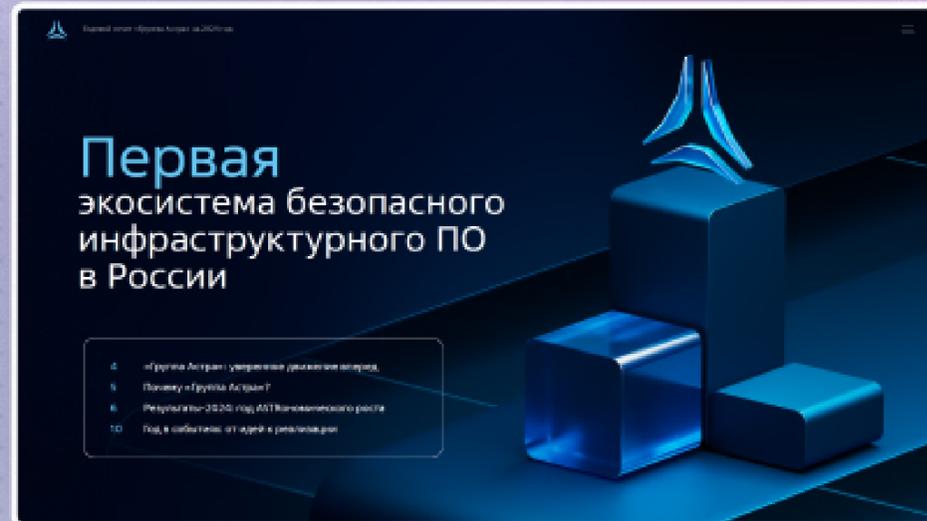


# / На основе фирменного стиля

ADCB



Астра



МТС

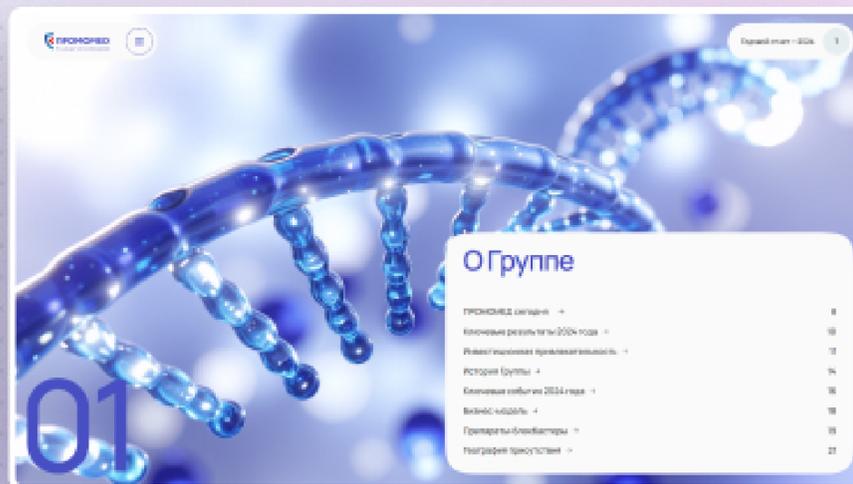
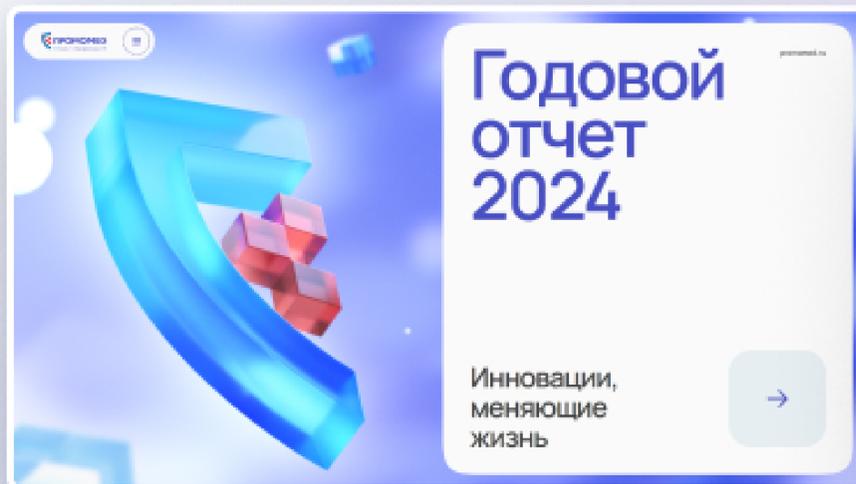


# 3D :



# / На основе фирменного стиля

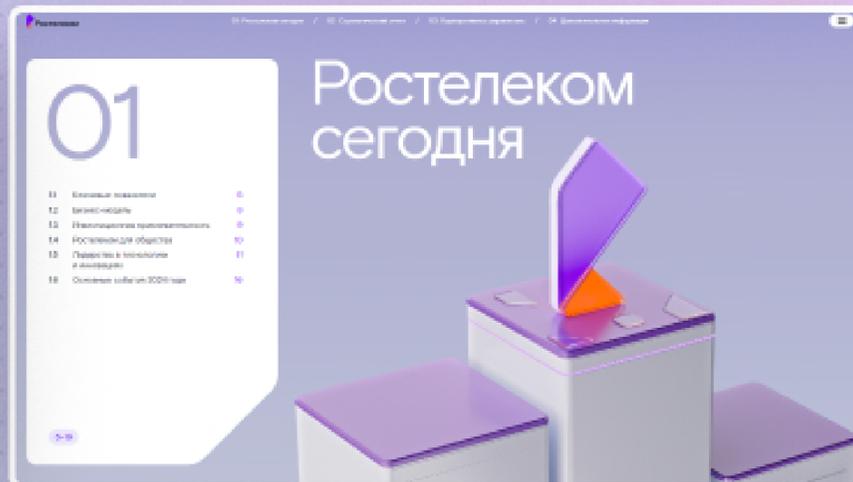
Промомед



Лента



Ростелеком

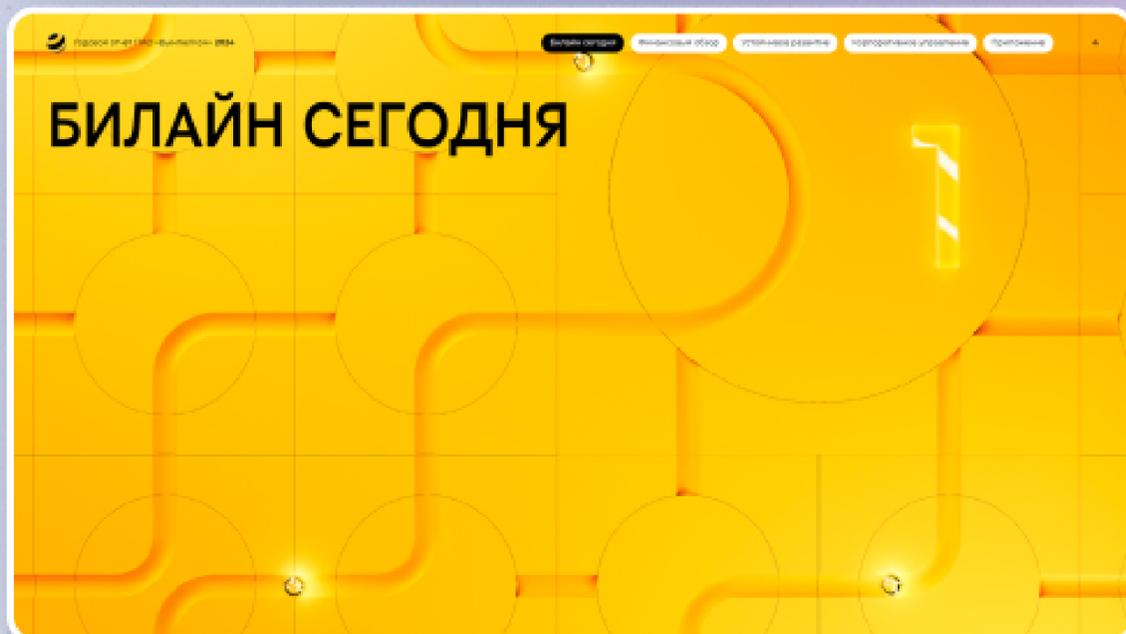
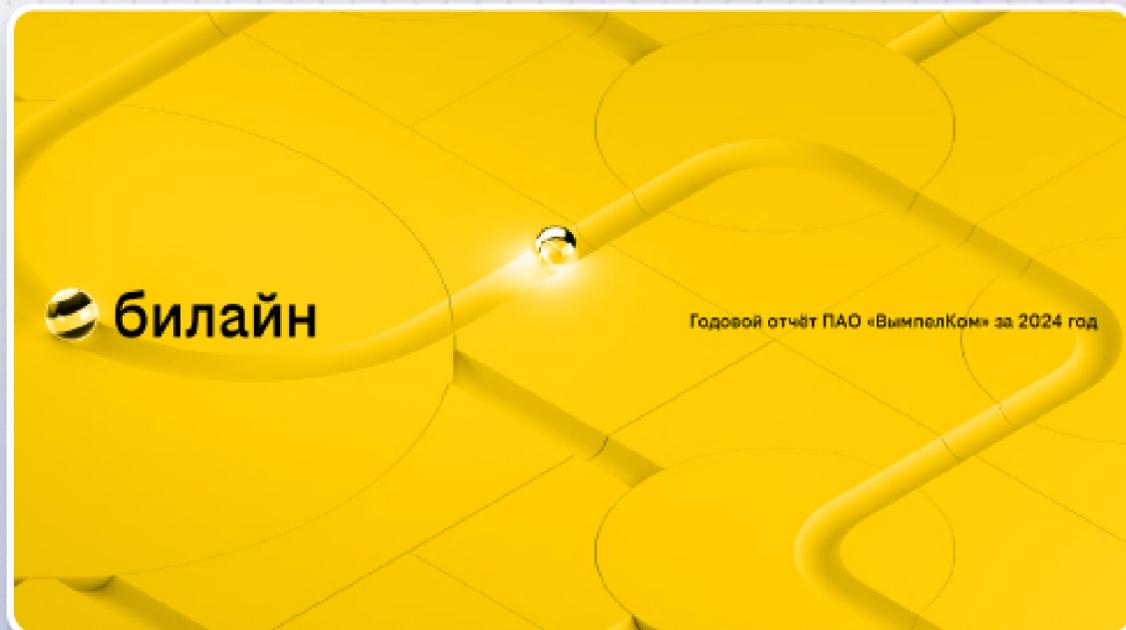


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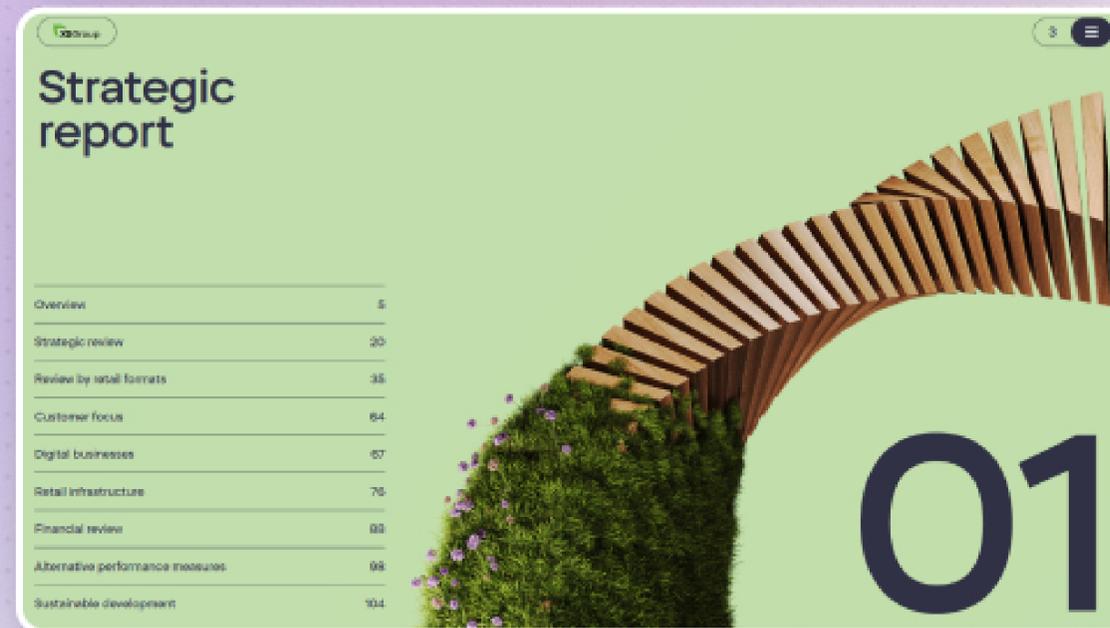


# / Концептуальное решение

Билайн



X5 Group

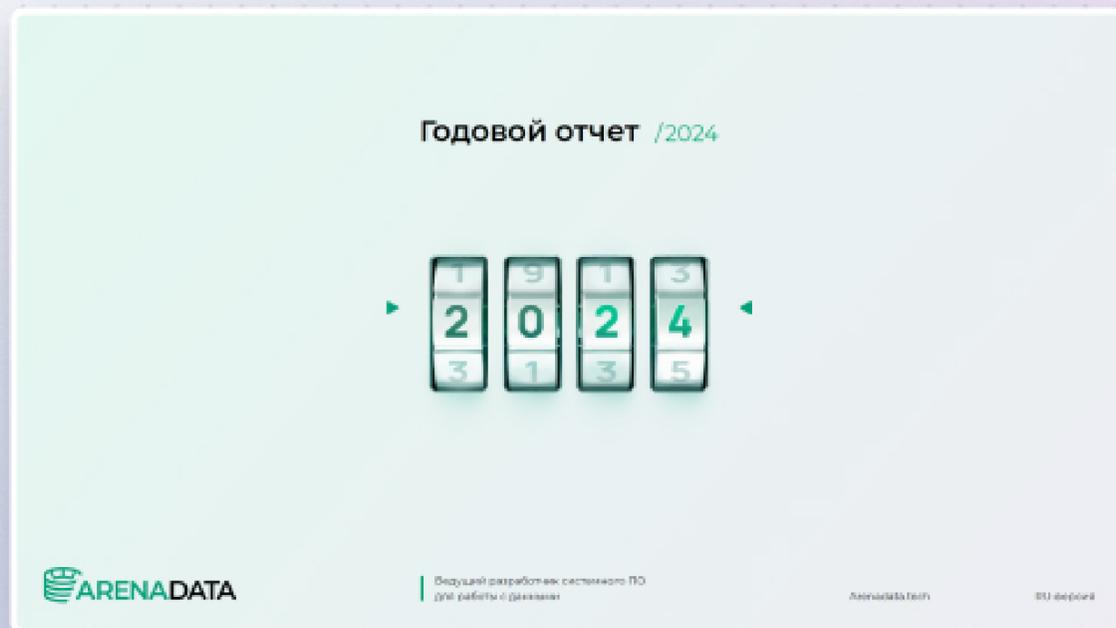


3D :

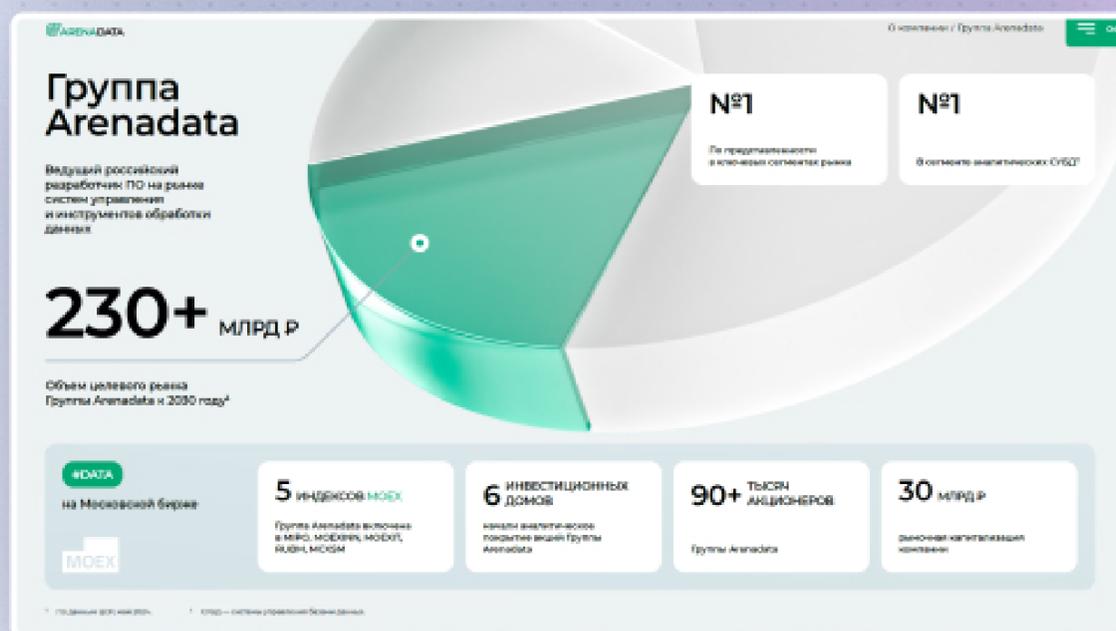


# / Концептуальное решение

Arena Data



SFI



# 3D :



## / Плоская графика

LOTTE Corporation



Molson Coors



Methodist Centre



Great Eagle Holdings



# Иллюстрация

интро

части отчета

стилистика

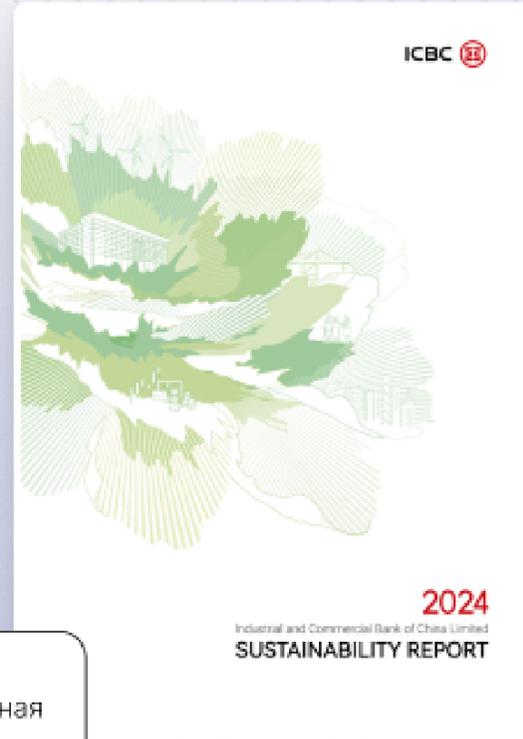
bad practice

рекомендации



## / Воздушная графика

Industrial and Commercial Bank of China



Очень популярная в Азии стилистика

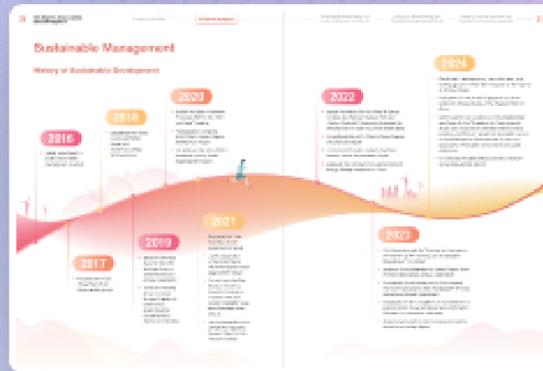
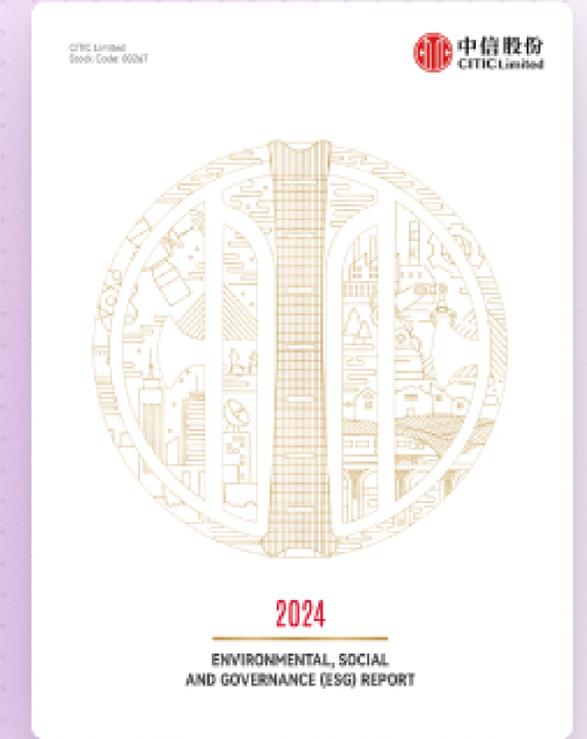
China Reinsurance (Group) Corporation



CHINA STATE CONSTRUCTION



CITIC Limited ESG report



# Иллюстрация

интро

части отчета

СТИЛИСТИКИ

bad practice

рекомендации

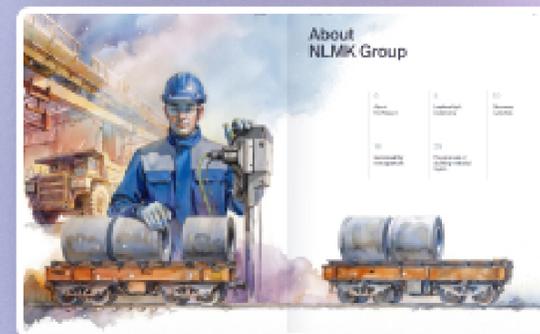
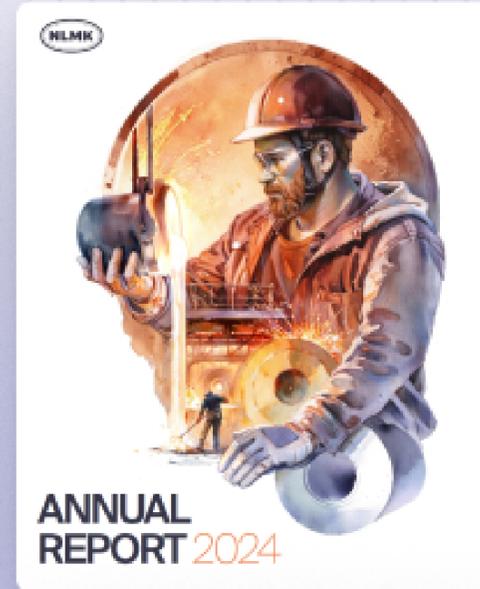


## / Живопись

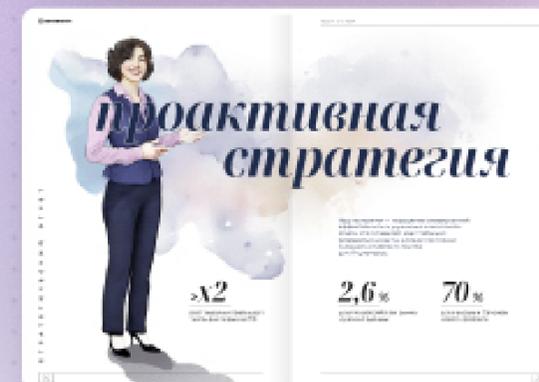
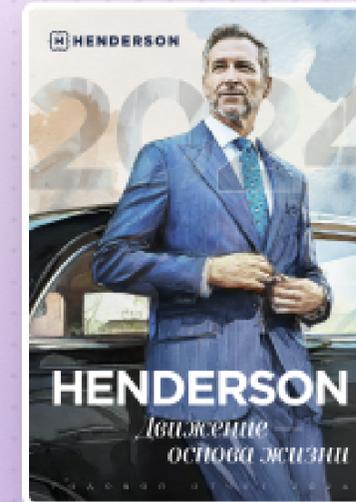
People's Leasing & Finance PLC



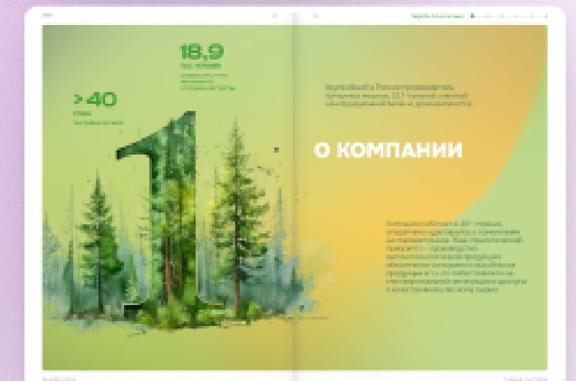
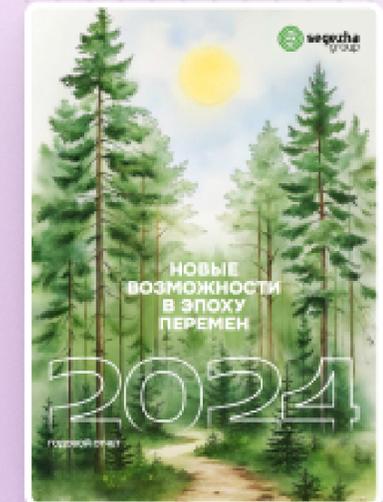
НЛМК



HENDERSON



Segezha Group



# Иллюстрация

интро

части отчета

стилистика

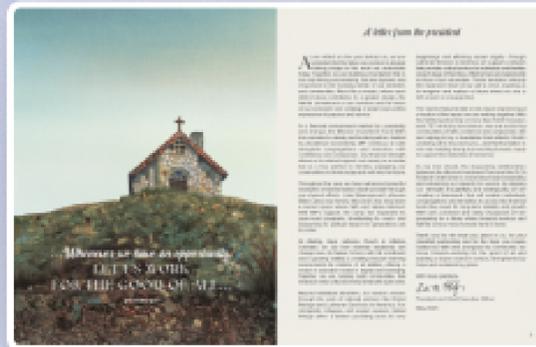
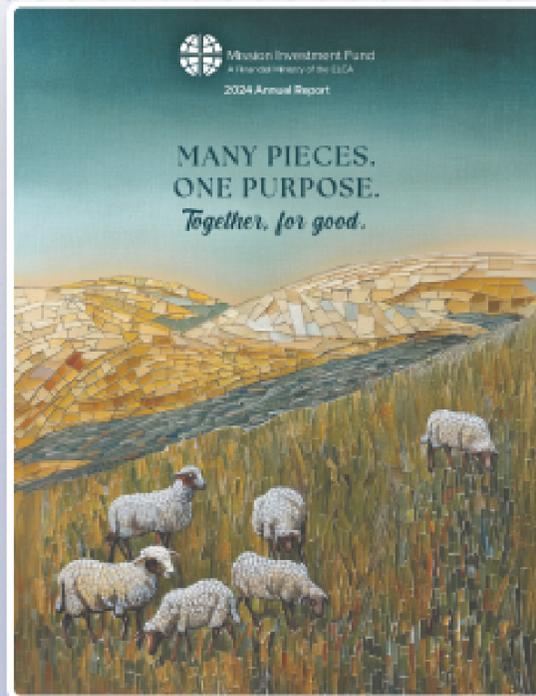
bad practice

рекомендации

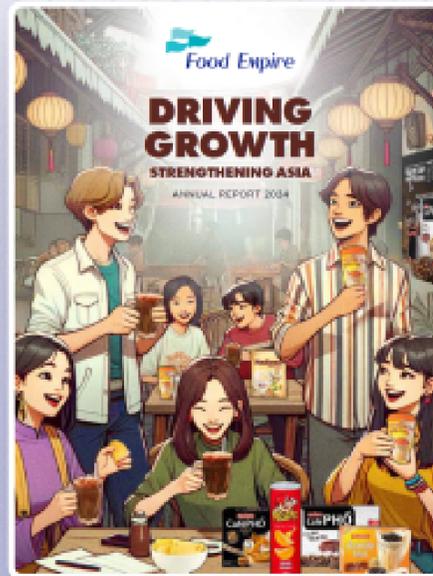


## / Оригинальная стилистика

Mission Investment Fund



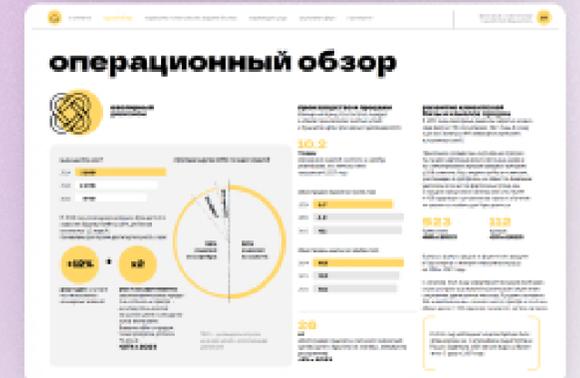
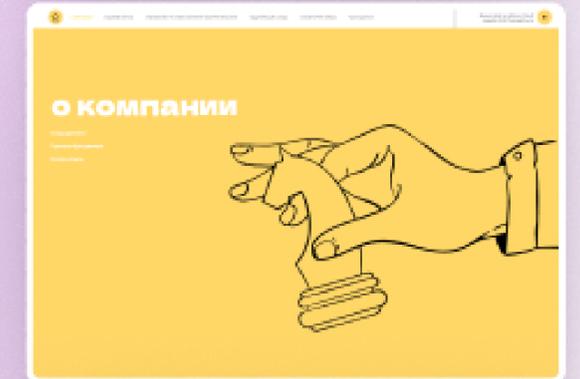
Food Empire Holdings



HALK INVESTMENT



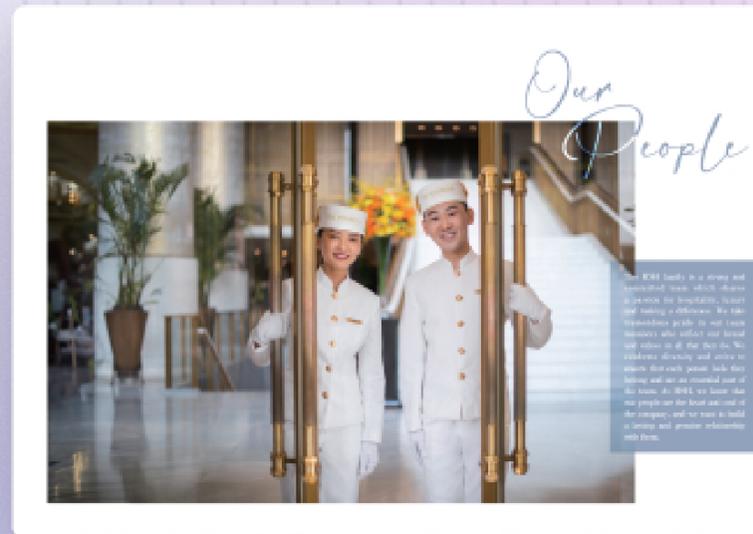
Красцветмет





## / Игровая

### THE HONGKONG AND SHANGHAI HOTELS



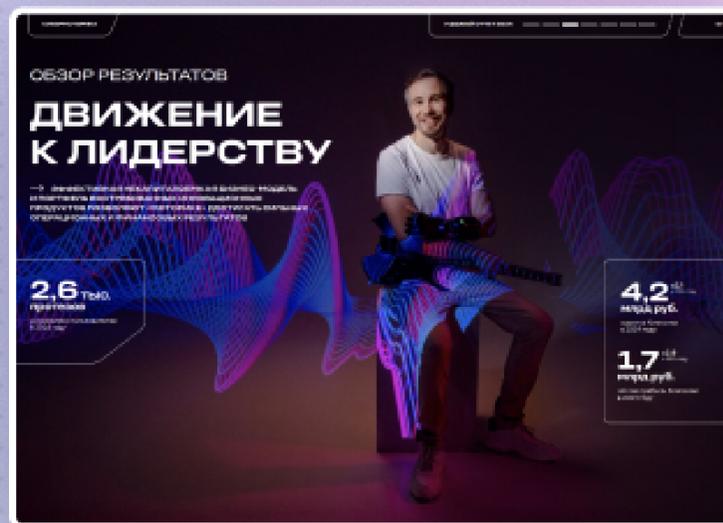
### Sanrio Company, Ltd.





## / Игровая

Моторика



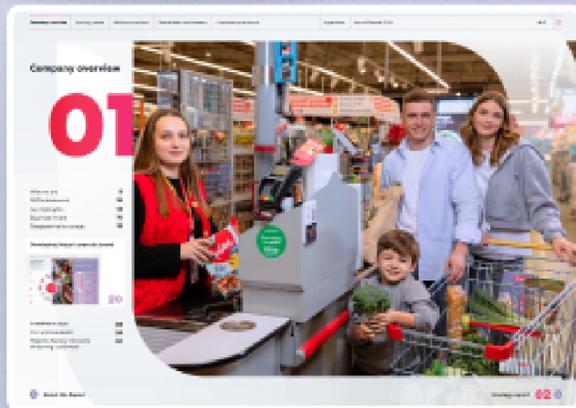
AP Thailand



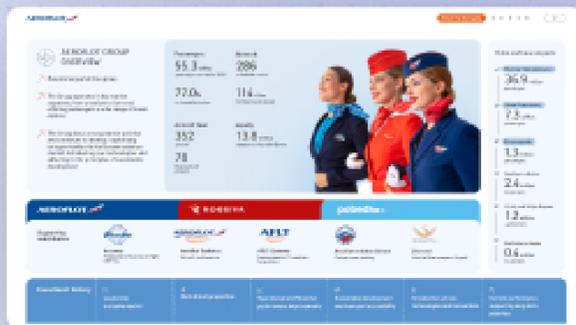


## / Сюжетная

Магнит



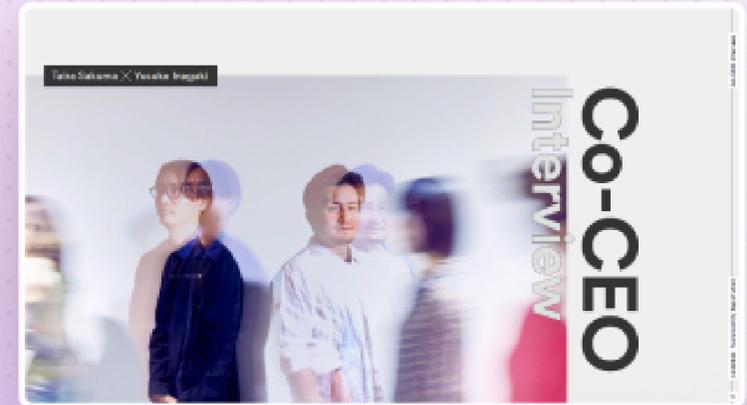
Аэрофлот



Tanmiah



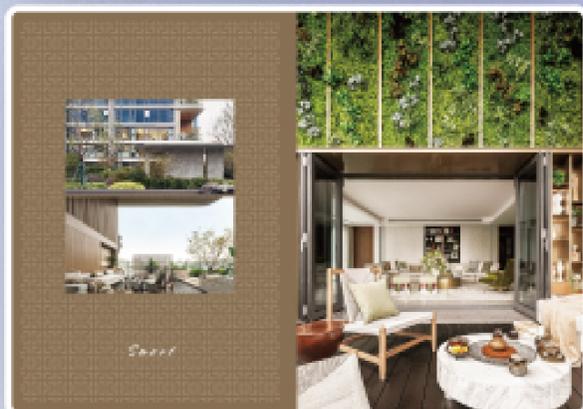
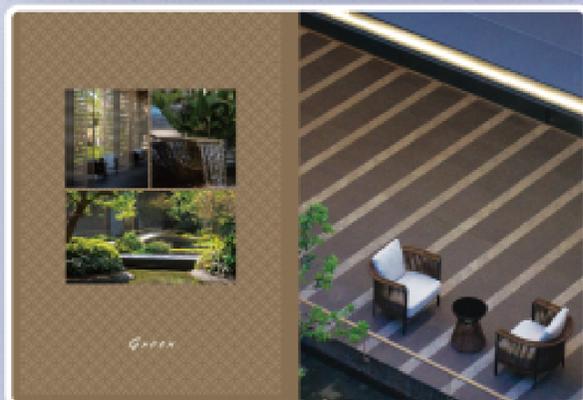
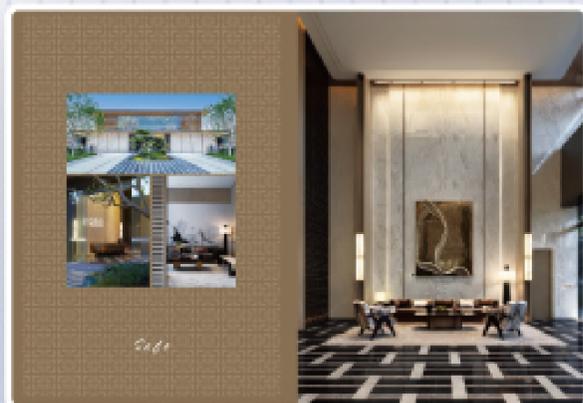
Uzabase



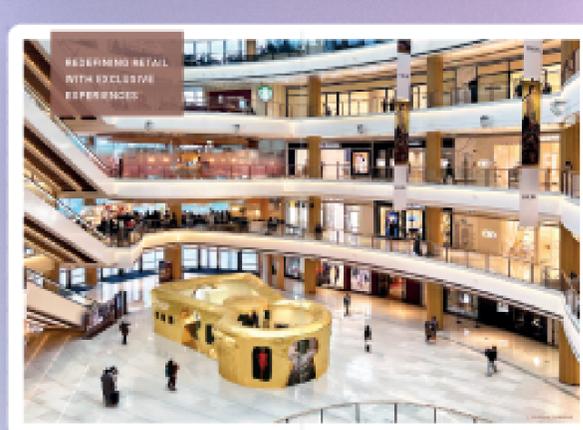
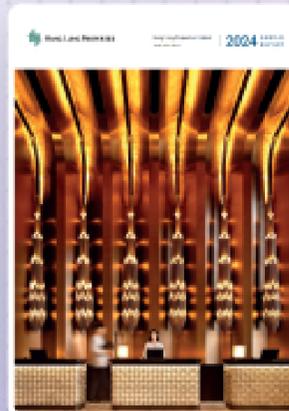


# / Урбанистическая

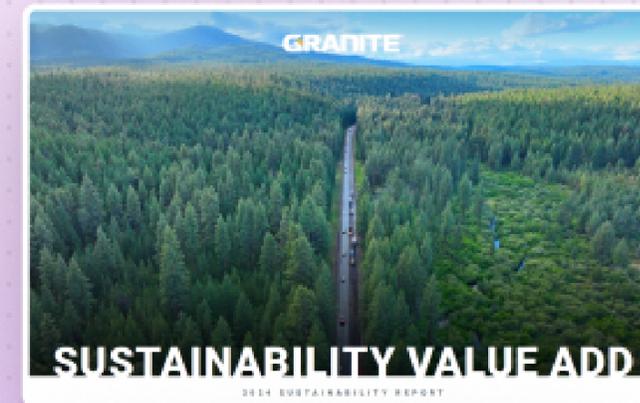
China Overseas Grand



Hang Lung Properties



Granite Construction Incorporated





## / Креативная

Hong Kong Design Centre



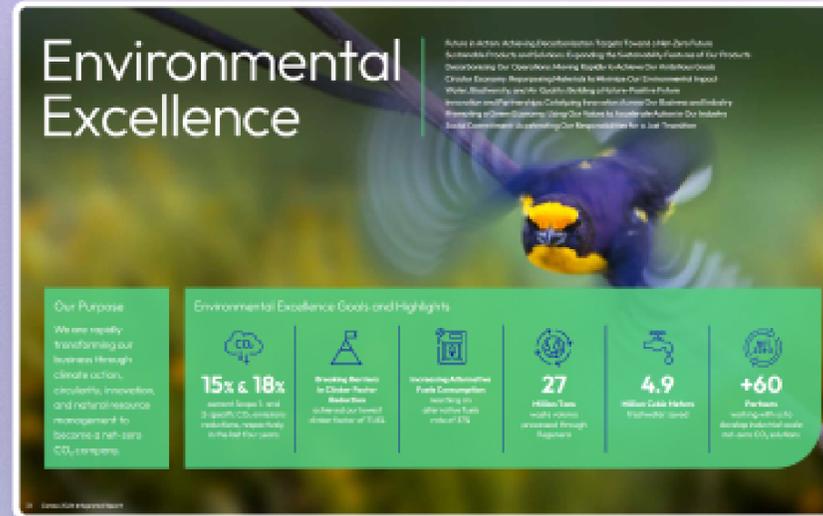
SPORTS WORLD





## / Динамичная

Cemex



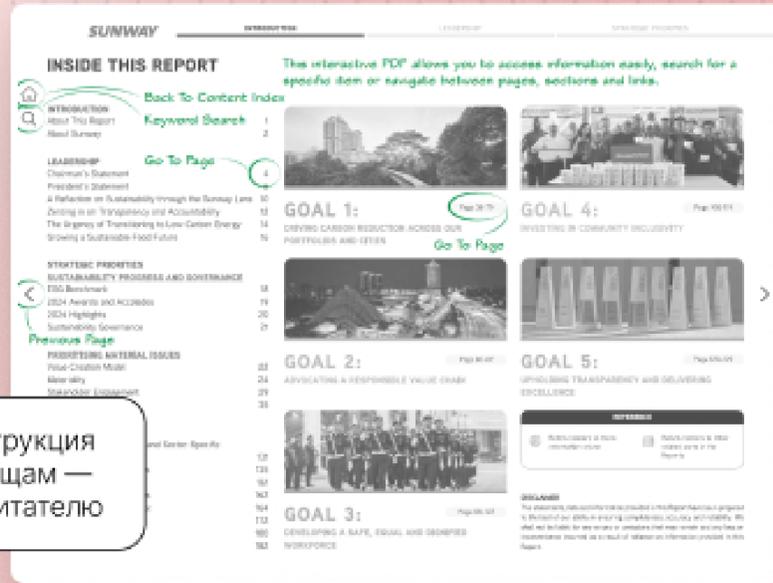
FAST RETAILING



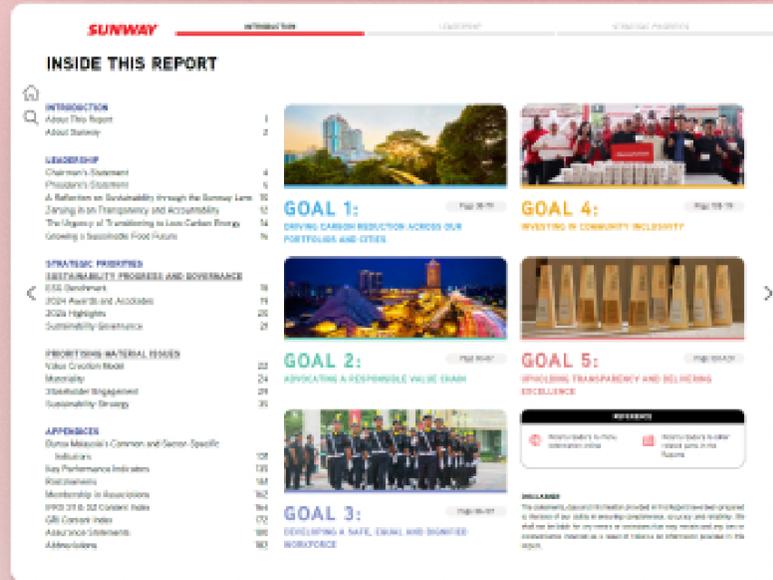


## / Инфографика

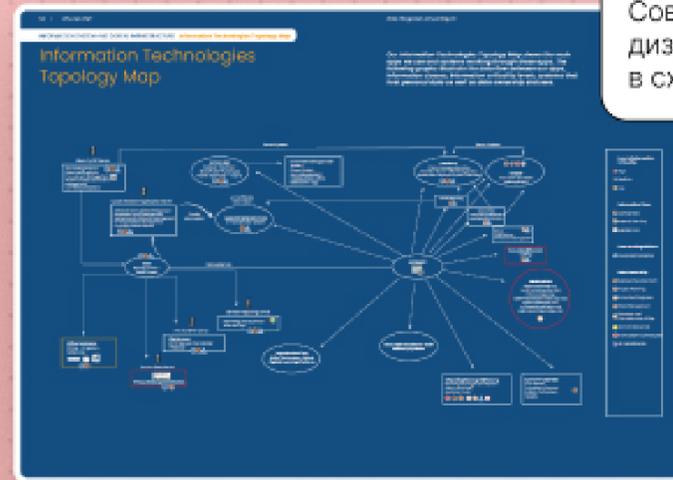
### Sunway



Подробная инструкция к очевидным вещам — неуважение к читателю



### TEGV



Совсем не уделили внимание дизайну и читаемости текста в схеме



Слишком много текстовой информации в бизнес-модели при отсутствии данных

T.C. Ziraat Bankasi A.Ş.



## / Кодировка и типографика

e&

The screenshot shows a website for 'e&' with a navigation bar at the top. The main content area features a large heading 'We do more so you can be more' and a world map with red dots indicating global presence. A callout box points to the map with the text: 'Легенда в неразличимых цветах' (Legend in indistinguishable colors). Below the map, there are lists of countries for 'Middle East', 'Africa', and 'Europe'. The text is dense and lacks clear visual hierarchy.

Kalekim

The screenshot shows a website for 'Kalekim' with a navigation bar. The main content area features a large heading '73% employee satisfaction rate' and a photograph of two people working. A callout box points to the page with the text: 'Нет навигации, и невозможно перейти в другой раздел' (No navigation, and it is impossible to go to another section). The text is dense and lacks clear visual hierarchy.

Sinotrans Limited

The screenshot shows a financial report for 'Sinotrans Limited' with a navigation bar. The main content area features a table of 'Key Financial Indicators' and a section titled 'RECOGNIZING DATA DIFFERENCES BETWEEN DOMESTIC AND OVERSEAS ACCOUNTING STANDARDS'. A callout box points to the text with the text: 'Работа с текстом' (Working with text). The text is dense and lacks clear visual hierarchy.

Работа с текстом



## / Неудачные образы

Lila-Kagit



SK-Securities



CK Infrastructure Holdings Limited Sustainability Report 2024



...



## Обложка

Обложка — один из самых важных элементов коммуникации в многостраничных изданиях.

### Рекомендации

Использовать четкий и выразительный заголовок, отражающий концепцию.

Использовать корпоративные цвета и шрифт для поддержания брендовой идентичности. Соблюдать цветовую гармонию, соответствующую бренду компании.

## Концепция

Чтобы отчет стал единым документом, необходимо разработать концепцию — основную идею, которая будет поддерживаться дизайном на протяжении всего отчета. Помимо слогана, отражающего тему отчета, рекомендуем заявлять (анонсировать) ее на первом развороте.

## Ключевой графический элемент

Интересный прием — использование стилеобразующего ключевого элемента, который проходит лейтмотивом по всему отчету и работает на повышение узнаваемости.

## Навигация

Продуманная навигация — важный элемент комфортной и эффективной коммуникации с читателем.

Интересные решения: два уровня навигации, букмарки и интерактивная навигация в pdf.

## Инфографика

Крайне важна понятная визуализация данных: схемы, графика, диаграммы. Хорошая практика — краткие комментарии с анализом динамики по каждому показателю.

## Кейсы

Еще один универсальный прием обогащения верстки — использование кейсов и врезов.

### Рекомендации

Интегрируйте блоки с цитатами сотрудников или клиентов, чтобы подчеркнуть успешные моменты и достижения.

Создавайте врезы для выделения ключевых моментов в развитии компании. Это поможет читателям следить за прогрессом.

Вставляйте информативные иллюстрации, графику или иконки для визуальной поддержки ключевых тем отчета.

## Дивайдеры

Дивайдеры дополняются смыслами, приобретают новые функции и ценность.

### Рекомендации

Текстовый вынос с ключевым сообщением по теме раздела.

Наглядная инфографика и яркие слоганы.

## Фотографии

Хороший способ сделать отчет ярким и живым — активно использовать фотографии в оформлении. Крупные планы, настоящие эмоции и репортажная съемка подчеркивают человечность компании и реальность проектов.

## 3D-иллюстрации и AI-генерация

Яркие, привлекающие внимание иллюстрации служат эффективным вспомогательным средством коммуникации.

**Спасибо!**